

PRINTERS' INK

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No. 13

Where Will Some Advertisers Be When the Upturn Comes?

They Dig Pits for Themselves by Not Knowing Time to Advertise Is
Before People Are Ready to Buy

By Roy Dickinson

IT is not altogether lack of money for bill-paying purposes that has caused so many advertising programs to be shortened this year.

One principal reason is that many advertisers, owing to a curtailment of buying power and a timid hoarding by consumers, have not been selling as much merchandise as they needed to sell.

Lacking what seemed to them to be a sufficient response in the way of actual, tangible, visible, definitely traceable and current returns from their advertising, they have apparently concluded it is not the thing to use or at best to use stingily *when people are not buying.*

This erroneous reasoning primarily comes, of course, from a strange lack of appreciation of what really constitutes advertising results. It would (possibly) not be so mischievous in its application if buying capacity were permanently crippled or as near the disappearing point as some people mistakenly think.

But the real danger is to be seen in the inevitable penalty that such a policy will exact when the business upturn comes.

What actually *are* advertising results? To get at the real answer it is necessary to understand what is the fundamental purpose of national advertising.

It is to cause people to be sold on your product or at least acquainted

with or interested in it before they are ready to buy it.

But here we have the incongruous spectacle of manufacturers stopping or cutting their advertising because they do not think people are able or in the mood to buy *now!*

A manufacturer, let us say, has some men's suits he wants to sell.

When is the right time to try to sell a man a suit of clothes? Obviously, it is *before* he buys. *After* he buys his suit or suits, he is out of the market for the time being.

The point for advertisers to understand, however, in applying this simple, homespun illustration is as follows: Neither the clothing manufacturer nor the dealer knows when a man is ready to buy.

When he does get ready, though, he is naturally going to select this brand or that; go to this store or that.

Which brand, which store, is he going to select?

When he and others start to buy—or, if you please, when the upturn comes—it is then too late to begin advertising to him and them to settle this question. For they are already going to the other store, or selecting the other brand, being powerfully influenced in their choice by the advertising that was directed at them *before* they were ready, *before* they were able, to buy.

This is consumer acceptance; it

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is salability; it is getting your product firmly fixed in the buying consciousness of the public.

It is the kind of advertising results to which the much vaunted—and often, as at present, vainly sought—tangible returns do not hold a candle.

What Constitutes Advertising Results?

Many advertisers, getting back to our first thesis, are going to be left in the lurch when the upturn comes—left there because, at this critical time, they dogmatically persist in measuring advertising by the tangible results they see (or don't see) right now.

They do not know what constitutes advertising results.

The greatest need of the hour, then, is that faith in advertising be reinstalled.

One man says advertising has failed in a specific instance because a certain company's net profits dropped from \$1,484,720 in 1930 to \$776,160.15 in the fiscal year ended November 31, 1931. He points to its increase in advertising from \$200,000 to \$825,000 and says, "See, what did I tell you! Advertising is no good."

A closer look at this company's annual report shows sales were \$5,460,707 as against \$5,872,610 the year before. The increased cost of getting those sales was wasted, insists the critic; he thinks "it would have been better if the company had saved the money."

But further investigation brings out the fact that consumption of the product per capita is less this year than last. Therefore, the company has added to its list of customers many thousands of people. Acceptance for its product has been built up in the minds of millions more. Its advertising has been seen by thousands who have grown up to reading age since 1930.

Even though the company made less money this year it is actually in a stronger position because it has more customers.

Those who say advertising has failed in such a case simply haven't looked deeply enough, have forgot-

ten what advertising is fundamentally, what it is equipped to do, what it never claimed to do.

P. D. Saylor, president of Canada Dry Ginger Ale, Incorporated, gives his stockholders a few calm, considered words on such fundamentals when, in the annual report he tells them:

"Where a company selling a product of the nature of yours is securely entrenched with liquid capital substantially in excess of its requirements, then it need view with ultimate concern only two conditions or trends during a prolonged period of adverse general business, namely: the switching of its established consumers to some cheap brand of the same type of goods, or too long a period of abstinence by the consumer in the use of the class of product. Consumers lost to competition are hard to recapture. It is expensive to reinstate a consumer's habit if it is too long suspended.

"Your management feels that the maintenance of the actual public consumption of our goods during the period is an even more pleasing result of our year's operations than the relatively favorable earnings shown."

Keeping people from switching to a competing product during bad times is one of management's most important duties.

One of the best ways to get a consumer to change from his favorite cigar, beverage, radio or shoes is to refrain from reminding him that he is a satisfied user. William Wrigley, Jr., is one who knows this. He has often said that one of the real purposes behind his continuous advertising is to remind his customers that they like his product.

Seasoned Advertisers Don't Doubt Value of Advertising

It is not the seasoned advertisers who have been through stormy days before who most doubt its value now. The most vociferously doubtful group are the same sort who made a book like "Oh, Yeah?" a best seller. They have totally reversed their 1929 idea of a new level, high as the Empire State

MIDDLE WEST UTILITIES CO.

Extract from Circular of Middle West Utilities Co.

Says . . . "The drift of industry toward the smaller towns of America, interrupted by the onset of the depression in 1929, is now being resumed. Attracted by lower ground rentals, better labor conditions, less congested transportation facilities, and availability of adequate electric power, industry is turning away from the great metropolitan centers toward the medium sized communities of the type served by Middle West subsidiaries.

During the first half of this year, in towns served by the Middle West System, 542 NEW INDUSTRIES WERE ESTABLISHED OR EXPANDED; 16,000 ADDITIONAL WORKERS WERE ENGAGED WITH AN ANNUAL PAYROLL OF \$20,000,000. The sale of electric power to take care of these new industrial operations is estimated at \$1,400,000 per annum."

* * *

And we can add to this statement of Middle West Utilities the fact that so far in the month of December 33% more subscriptions have been received than in the same period in December last year.

Today Christian Herald has a larger circulation then at any time in the last 10 years.

CHRISTIAN HERALD

419 Fourth Avenue, New York

Monthly . . . 25c a Copy

GRAHAM PATTERSON	-	.	-	Vice-President
J. PAUL MAYNARD	-	-	-	Advertising Manager

Building. They now see the world on a downhill slide toward living levels so low that only a worm would be satisfied.

Some of these folks say advertising is a useless expense now. Yet even they won't go into the subject on a logical basis.

For they wouldn't think of firing their best salesmen. Even a well-known distributor of securities, who is also a banker in the sense that he now finds himself in several businesses, admitted as much the other day. He had been suggesting more economies to several heads of businesses—among others, the paring down of advertising.

When he or any other man who has always looked on advertising as an expense only, puts the idea to himself in the form of letting good salesmen go, it seems different to him. The same principle, applied to a company's advertising, leads to concentrating in proved me-

dia. A careful check-up and reappraisal of copy, products and media have helped work wonders even this year for some.

Advertising is a part of management. This is all it ever was or will be. It never did and never can stop inventory losses, change commodity prices, affect international money policies.

Yet how often it is blamed, for obscure reasons, for losses; also how often credited with too much.

As W. W. Wachtel, of the Loose-Wiles Biscuit Company, said: "A break in the continuity of our advertising story now, would be equivalent to a break in the continuity of our calls on the trade."

He isn't going to stop those calls now, or later, when times change. If and when good management emerges from this valley, so will sound advertising, which is a part of good management.

"Out of Our 25th Depression"

AN unusual booklet now being distributed by Devoe & Reynolds Company has the above strikingly suggestive title.

Twenty-four times before, this company established in 1754 has seen bears rampant, dividends passed, buying slow. Charts which show that no previous depression lasted forever and a list of the Presidents under whom all these collapses came, all are in the front part of the eloquent little volume. Then come prosperity plans for dealers, suggesting among other ideas the employment of salesmen on the commission plan as an opportunity for the unemployed as well as for more sales.

A list of thirteen products made by the company which can be sold in this way is presented; sales pointers for each are digested.

The company sends one copy to each authorized dealer in the country and one to each salesman.

When the salesman calls at a store he asks the retailer to locate his copy, then produces his own and sits down with his prospect then and there to get things organized.

The company sums up the results of the booklet's distribution thus:

1. Our own sales show some signs of improvement.
2. In such difficult times our dealers were looking for some definite plan to get behind.
3. In the aggregate, a very large number of unemployed people have been able to earn from a few dollars to quite a considerable sum each day.

In elaboration of point No. 1, Ivor Kenway, advertising manager, says:

"In the case of one item which quite distinctly comes under the heading of household specialty, I note our production for seven months was something less than 3,000 units. During the last thirty days factory production on this item has been a little better than 40,000 of these units and I am quite sure that a fairly large part of this increase can be attributed to the work of the commission men."

Another heading for this short success story could be:

"A Booklet That Clicked."

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"Thanks for the new road map,"

writes *W. J. Dietz, director of sales for the
Virginia Sweet Foods, Inc.*

"Oh what a difference exists in Iowa's map of today and that of 10 years ago. I traveled Iowa* then and when it sprinkled we stayed at home. This summer my wife and I crossed and criss-crossed Iowa and it was a pleasure. Perfect paved roads and hospitable people.

"Iowa deliveries on our products are way ahead of last year due to the fact that Iowa is in good economic shape. We believe that business is there, but one must go after it."

MAKE The Des Moines Register and Tribune the back-bone of your drive for business in Iowa. Read by more than 200,000 families daily and Sunday. No premiums, no contests for 20 years. Reader interest built this remarkable circulation.

*Then Iowa had 67 miles of concrete and 792 miles of graveled roads. Today Iowa boasts of 3,802 miles of paving and 2,018 miles of gravel (all weather) highways.

The Des Moines Register and Tribune

"The Newspaper Iowa Depends Upon"

A Christmas Wish That Can Make Advertising Better

MANY an advertiser will make a wish for the New Year on Christmas Day. It is a safe bet that if the average advertiser could have one wish granted that would lead to healthier and better business for the year ahead and the years to follow, it wouldn't be a selfish wish alone. The year just past has taught all manufacturers one thing certainly, that the good of one is the good of all, that cut-throat competition leads to worse trouble. It is safe, therefore, to believe that in this time of peace and good-will the wish would be broader than for self alone.

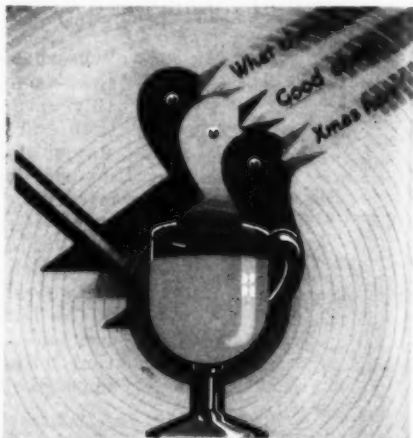
Perhaps, therefore, the best wish for an advertiser might be this: That he may advertise next year and for all the years to follow in a sincere, truthful and helpful manner. That nothing in the advertising be misleading or untrue. That every word of the advertising which he does for his product will sound like the words he would speak were he a stranger in a town making a new circle of acquaintances and friends. That everything said in the copy will be borne out in service and use by the article he sells, that neither by direct misrepresentation nor indirect, may he ever make false claims for his product, or knock his competitors. That the force of his advertising will be used to create new users and build happier lives for his customers rather than to take away from some competitor a customer he now has.

Added to such a wish would be the additional one that all other advertisers would do as he was doing if he made his wish a reality.

For wishes won't accomplish

much all by themselves. Once long ago in a country, the name of which we have forgotten, there lived a pleasant man.

One day as he lay on the fragrant hay and gazed at the lazy clouds which floated across an azure sky he wished for many



How the Makers of Bird's Custard Use Their Trade-Mark to Offer Christmas Greetings

things. Suddenly, out of nowhere a genie appeared. In his hand he held an old and dirty brass lamp.

"You are wishing many things," said the genie. "Here is a magic lamp. Just rub it, make any wish and it will be granted."

"Get away from this meadow," answered the man in the hay, "that is just a racket to get your old lamp polished."

If every advertiser should happen to want such things hard enough and if the wish could be made father to the act in cities and towns scattered all over this broad land, then the dream would become a fact and all business would be healthier and happier.

Let's all keep wishing.

R. D.

Thorough Trading Area Coverage Through One Newspaper

Agricultural Income High in Wisconsin

WISCONSIN, 24th state in area and 16th in farm population, rates 1st in annual value of livestock products, 1st in dairy products and 8th in value of all farm property.

Owners operate 85% of all Wisconsin farms. 84% of all Wisconsin farmers own automobiles ... 27% own tractors ... 28% own motor trucks.

The average gross income per farm in southeastern Wisconsin exceeds \$3,000 annually, and farm incomes in this rich dairy district are far more stable than the national average. Government figures show the Wisconsin farm price index as 91 for November as compared to the U. S. index of 71 (% of average, 1910-1914).

The Milwaukee Journal daily and Sunday, reaches the majority of the prosperous farms within forty miles of Milwaukee and, in addition, covers more than 80% of the buying power in Greater Milwaukee.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

Run-of-Paper Color Advertising Available Daily and Sunday

Coming—a Showdown on Paid Testimonials

Northam Warren Corporation Files Appeal from Federal Trade Commission Order

EVENTS now shaping themselves indicate that the advertising world and the public are going to witness a showdown on the propriety of using paid testimonials. The Northam Warren Corporation, maker of Cutex, has filed an appeal with the Circuit Court of Appeals, following an order issued by the Federal Trade Commission, and made public by the Commission early this week.

Would Not Prohibit Paid Endorsements

The Commission's order would not prohibit the use in advertising of endorsements for which payment was made. It does order Northam Warren to cease and desist using paid testimonials unless its advertising discloses the fact that payment was made.

It is understood that, when the appeal comes up, legal counsel for another advertiser whose use of testimonials is under investigation by the Commission will seek the privilege of the Court to participate in the Northam Warren case.

Should the Commission be upheld in its ruling, it is conceded that, insofar as the use of paid testimonials is concerned, the results will be sweeping. If the Commission has the power to make an advertiser affirm his intention that truthful testimonial advertisements must carry a statement that a consideration was paid to the authors of such testimonials, then, according to counsel for Northam Warren Corporation, there would seem to be no limits whatever to the censorship the Commission may exercise over advertising.

The case deals, specifically, with testimonials from the following: Ethel Barrymore, who received \$1,000 for her endorsement; Anna Pavlowa, whose endorsement was paid for in London, £100; Atlanta Arlen, price paid \$200; Mrs.

Howard Chandler Christy, who received \$500 while Miss Lassie Honeyman, a personal friend of Mrs. Christy, received \$150 for services in helping to obtain the testimonial from Mrs. Christy.

The Commission issued its complaint against Northam Warren Corporation on April 8, 1931. The respondent began the use of testimonial advertising late in 1928 and voluntarily discontinued that form of advertising in May, 1930.

The Commission complained that the respondent, engaged in interstate commerce, had obtained, and used in its advertising having interstate circulation, endorsements from individuals prominent in the public eye; that they were published as genuine, voluntary or unbiased opinions of the alleged authors. These endorsements, the complaint charged, were not genuine, voluntary or unbiased opinions and that they were obtained through the payment of large sums of money or other valuable consideration.

Northam Warren denied these and other material allegations, except that it did admit that it did cause to be published in the year 1929 but at no time subsequent thereto, advertisements quoted in the complaint and which did involve payments to the individuals whose endorsements were so used.

Mrs. Christy's Endorsement Made Voluntarily

A hearing was held by the Commission at which Mrs. Christy was a witness. She admitted receiving payment of \$500 for her testimonial, and further declared that she had been using Cutex preparations over a period of four or five years, that she used Cutex preparations regularly; that her endorsement was made voluntarily, that in fact she sought the opportunity to endorse Cutex manicure products.

THEY COME SOUTH through JACKSONVILLE



WINTER visitors, south-bound with fat wallets, usually have their first contact with Florida in Jacksonville.

Here, in the business and population capital of the state, they begin to make vacation-land purchases. What they buy is frequently determined by the Florida Times-Union's advertising columns.

And as long as they are in Florida, they are within the zone of influence of the Times-Union's intensive, statewide, seven-morning coverage.

This is the season to shift your advertising strategy to garner winter-vacation dollars. And, incidentally, to reach a healthy, year-round resident buying power through Florida's Foremost Daily.

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco
Circulation: 52,219 daily; 60,365 Sunday

Representatives of competing companies were called but the respondent called no witnesses. The Commission's special attorney, in his brief in support of the complaint, states: "and it must be conceded that the testimonial truthfully and accurately set forth the opinions of their several authors as to the quality and efficiency of said products."

Only one question is involved, it was conceded by the Commission's attorney, and that is whether it is an unfair method of competition to publish admittedly true statements as advertising without stating in the advertisement that the person giving the testimonial received money or other consideration for the use of his or her name.

Counsel for the advertiser holds that "almost everyone, whatever his walk in life, is paid in some form or another for many of the things he does; yet it would be absurd to say that his acts and opinions are either less voluntary or less honest for that reason."

The point is made that "It is necessary for the protection of the respondent and of any advertiser and of the publisher printing the advertisement that some payment be made for the use of the name of anyone giving a testimonial."

New York State Law Is Cited

Law for the State of New York, governing the right of privacy is quoted to show that every person has certain rights in his own name and makes it a misdemeanor for anyone to use that name for advertising purposes without having written consent. A similar common law right is recognized by other States, it is pointed out, so that, consequently, the national advertiser must not make use of the name of any living person without first obtaining written consent and "of course, such consents (however spontaneous, genuine, enthusiastic and voluntary may be the person's endorsement or favorable opinion regarding the product) rarely are obtained gratuitously from prominent people."

Counsel for the respondent contends that the Commission exceeds its power in seeking to impose any affirmative requirement on the advertiser. Constitutionally guaranteed rights are involved in the proceedings, it is claimed,—the right of an advertiser to contract and the property right of an individual in the use of his name for advertising purposes. It is contended that, under the Act of Congress creating the Federal Trade Commission, there is nothing to empower the Commission to destroy rights of that character.

Endorser's Opinion Truthfully Stated

It is conceded that there would be some justification for the claim that unfair methods of competition were used if it appeared that the statements made by the endorsers in their testimonials were false, or that such persons in fact did not use and approve the product. Counsel for the advertiser submits that there is nothing of that sort in the present case. It holds that counsel for the Commission admits in his brief that proof failed to support the complaint that the testimonials used did not truthfully state the endorser's opinion.

R. F. R. Huntsman, President, Inter-Racial Press

R. F. R. Huntsman has acquired a substantial stock interest in The Inter-Racial Press of America, Inc., New York, which handles advertising in the foreign language field, and has been elected to the office of president of the company. Mr. Huntsman was formerly publisher of the Brooklyn *Standard Union*, with which he had been associated for many years. He has also been active as a newspaper advertising representative in the national field.

Roger J. O'Donnell, who has been associated with Mr. Huntsman for twenty-two years, has also joined the new organization as director and secretary. Nathan H. Seidman, founder of The Inter-Racial Press of America, Inc., and its former president, is becoming chairman of the board and treasurer and will continue to give his undivided services to the organization.

William E. Murray, of Washington, D. C., and Arnold K. Isreeli, formerly advertising manager of the General Motors Corporation in Argentina, have been elected vice-presidents and directors of the organization.

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Christmas!

So many images the word calls to mind.

The beckoning light of a star, leading the Wise Men across the sands to the lowly inn at Bethlehem.

Carol-singers and churches decked with holly. Frost and snow; and in contrast, warm hearths and homes gleaming with light and color. Friends and feasting; greetings and gifts.

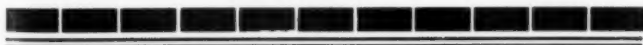
What a wealth of meaning lies behind the triteness of the words when we say, from our hearts,

Merry Christmas!



CHARLES FRANCIS PRESS
PRINTING CRAFTS BUILDING

461 Eighth Avenue, New York City



Concentrate

WHERE
CIRCULATION
DOVETAILS WITH
BUYING POWER



Match the latest A. B. C. report of
The Chicago Daily News with the U. S.
1930 census report and you find that:

—96% of the circulation of The Chi-
cago Daily News is concentrated in the
official A. B. C. 40-mile trading area.

*Concentrate
with*

THE CHICAGOAN

THE QUALITY QUANTITY CONCENTRATED

Copyright, 1931, The Chicago Daily News, Inc.

CHICAGO
Palmolive Building

PHILADELPHIA
Record Bldg.

National Advertising Representative
250 Park Ave. NEW YORK

DETROIT FRANCIS
New Center Bldg. Woodcock Bldg.

RE
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—88% of the trading area population and 96% of The Chicago Daily News trading area circulation are concentrated in Cook County.

—86% of the population of Cook County and 92% of The Chicago Daily News Cook County circulation are concentrated in Chicago.



This is the most highly concentrated large circulation—not only in Chicago—but in America.

AGODAILY NEWS

Y CONCENTED EVENING CIRCULATION

representative ORGE A. McDEVITT CO.

250 Park Avenue, NEW YORK

DETROIT FRANCISCO
New Center Building Bldg.

NEW YORK
165 Broadway

Financial Advertising Offices

CHICAGO
29 S. LaSalle Street

Tires Roll Up 87% Linage Gain In the Oklahoman and Times



In the first eleven months this year, the Oklahoman and Times published 87 per cent MORE Tire and Tube advertising than during the same period last year. Oklahoma City's third paper gained only 3.75 per cent.

The Oklahoman and Times gained nearly FIFTY times as much Tire and Tube lineage during this eleven-month period as Oklahoma City's third paper, and carried 79.3 per cent of ALL Tire and Tube advertising placed in Oklahoma City newspapers.

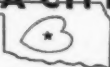
This increasingly dominating use of Oklahoman and Times space by tire advertisers has only one explanation—the Oklahoman and Times sell more tires at a lower unit cost than any other medium in Oklahoma City.

TIRE AND TUBE LINAGE IN OKLAHOMA CITY NEWSPAPERS (From Media Records)

	Oklahoman and Times	Okla. City's Third Paper
11 Months, 1931.....	213,094	55,670
11 Months, 1930.....	113,808	53,571
GAIN	99,286	2,099

The **DAILY OKLAHOMAN
OKLAHOMA CITY TIMES**

OKLAHOMA FARMER-STOCKMAN
E. Katz, Special Agency



RADIOPHONE W.K.V.
Representative.

How Loose-Wiles Turned a Low Sales Month into a Peak One

The Story, Told in Tabloid Form, of a Display Idea That Was Developed into the Theme of a National Campaign

By Andrew M. Howe

1. Company:

The Loose-Wiles Biscuit Company, Sunshine biscuits, perhaps better known as the Sunshine Bakers.

2. Product:

Sunshine Juvenile Cookies. These are packed in display counter boxes of three dozen. There are four different packages—Andy Gump, Toy Cookies, Katzenjammer Kids and Animal Crackers—all favorites with children.

3. Organization:

The company's general sales department and advertising division developed the big idea, under the direction of W. W. Wachtel, manager of the general sales department, H. L. DeBenham, sales promotion manager, and B. C. Lawton, advertising manager.

4. Problem:

Sales of juvenile cookies were satisfactory throughout the year—except in December. Dealers displayed and pushed these biscuits in the other eleven months, but windows and counters were used for the usual Christmas items in December—nuts, candied fruits, etc., and holiday display pieces. Andy Gump, Sunshine Animal Crackers and the others were neglected and sales slumped.

5. Idea:

A number of plans for taking the twelfth-month kink out of the sales curve were tried. Not much success. Then the inspiration: put Sunshine juvenile cookies under and on the Christmas tree.

6. Origin—1928:

The big idea was born as a little idea in 1928. A special group Christmas assortment was made

up. It included three different boxes, tied together with a tape so they could be carried and sold together. At that time the Animal Crackers box was the only one with a tape handle of its own. Dealers were urged to sell this assortment as a Christmas tree item. Successful.

7. Development—1929:

The following year it was decided to develop the idea further and extend it. A Christmas tree cut-out display piece was designed in the center of which was a cut-in shelf on which to set the tied-together boxes. Tape handles were put on all of the boxes.

8. Popularity—1930:

The idea of selling these items as tree ornaments caught on with the trade. The company realized that it had hit upon a real idea. It was promoted widely and accepted enthusiastically everywhere. A new tree display piece was designed on which the individual boxes could be hung by their own tape handles. Sales rose nicely.

9. Possibilities—1931:

This year the big idea was considered worthy of special advertising effort. The company could see possibilities of making the former low month of the year the peak month by extending the tree ornament campaign.

10. Aim:

The Department of Agriculture estimates that some 12,000,000 trees are sold every Christmas. Why not Sunshine cookies on every tree? Something to shoot at. This year dealers were urged to sell in lots of twelve packages. Every tree should have twelve of these ornaments. Possible sales of 144,000,-



A Colorful Car-Card Was Made the Nucleus of This Year's "Trim Your Tree with Sunshine" Campaign

000 units in one month! Impossible, of course. But an impressive potential market figure.

Why not try for a total of one box to a tree—12,000,000 units.

11. Advertising:

Experience with the idea during the three previous years had proved that it was worth extending. It had been tested. So for 1931 a special campaign was prepared. A colorful car card was made the nucleus. It showed Santa Claus and one of the Sunshine Bakers trimming a tree—the featured ornaments being, of course, Sunshine juvenile cookies.

12. Dealer Helps:

Special "Trim Your Tree with Sunshine" price cards were installed as a part of the counter display container. These were also to be attached to the nickel package bins—open displays. Wire Christmas trees were supplied for the back of the package bin, with a tree-shaped price card to go on top. Other price cards and posters were of car-card size and design for use in windows, on counters, etc.

A large cartoon window poster, a reprint of the advertisement described below, was popular with dealers.

13. Experiment:

The company experimented in

this campaign with a comic strip newspaper advertisement. This appeared in New York on December 19. It told the story of "Bobby Smith," who wrote to Santa Claus that he wanted something good to eat on his tree. Santa filled the order. The sugar-coated advertising moral was: "Your tree will have a special delight for every child in your family if Santa trims it with these Sunshine Juvenile Packages. Inexpensive, wholesome, delicious . . . good food as well as good fun!"

14. Salesmen:

The 1931 special campaign was presented to the salesmen at a special meeting. A chart on the wall was decorated with all kinds of Christmas tree ornaments with their prices, ranging from 10 cents to \$1, marked under them. On the same chart were hung the juvenile boxes—price 5 cents each. The conclusion was obvious.

Salesmen went to dealers with a story something like this: "You, Mr. Grocer, probably sell many Christmas trees. But what about ornaments? Why don't you get some of that business? Here's an idea that will bring you extra profits. Sell 'Trim the Tree with Sunshine' and you'll sell juvenile packages by the dozen!"

An eight-page brochure, in color, enabled the salesmen to show dealers with pictures and text just how

the idea was being worked out. These nine points summarized the reasons-why:

1. The colorful packages make a big showing on the tree.

2. The tape handles are convenient for hanging the packages.

3. Packages hang lightly on the branches.

4. The amusing designs on packages and contents delight the children.

5. Sunshine Juvenile Cookies are good wholesome food . . . children and grownups may eat all they want.

6. Four exclusive Sunshine packages . . . each novel in appearance and contents . . . have a varied appeal to all children.

7. These packages are the biggest nickel value for your customers.

8. Each customer will want at least one dozen for his tree.

9. Dozen sales to each customer create new holiday business and extra profits for you.

15. Results:

Sales have climbed all over the country. December is no longer the low month. It leads the other eleven in many territories.

The month's quota was reached a week before Christmas. Well over 1,000,000 packages were sold in New York alone.

C. C. Bowman with Miles & Scott

C. C. Bowman, formerly sales manager of the direct-mail department of Schwabacher-Frey Company, San Francisco, has become sales manager of Miles & Scott, Inc., direct-mail advertising firm of San Francisco and Oakland.

Shirtcraft Account to Ruthrauff & Ryan

The Shirtcraft Company, Inc., New York, maker of Shirtcraft Shirts, has appointed Ruthrauff & Ryan, Inc., advertising agency, to direct its advertising account.

Adolph Gobel Account to Lesan

Adolph Gobel, Inc., New York, Gobel meat products, has appointed the H. E. Lesan Advertising Agency, Inc., New York, to direct its advertising account.

L. D. Wertheimer Takes Over Curtiss Agency

By mutual arrangement between its stockholders, John Curtiss and L. D. Wertheimer, the John Curtiss Company, Inc., New York advertising agency, will be dissolved as of December 31. Advertising which the Curtiss agency has been handling will be handled by a new corporation, the L. D. Wertheimer Company, Advertising, Inc., which is taking over the Curtiss agency's offices and staff.

L. D. Wertheimer, president of the new corporation, has been vice-president, general manager and half owner of the Curtiss agency for many years.

Appoint Bermingham, Castleman & Pierce

The American Construction Council, New York, and The Monowatt Electric Corporation, New York and Bridgeport, Conn., have appointed Bermingham, Castleman & Pierce, Inc., New York advertising agency, to direct their advertising accounts. This agency has also been appointed by A. J. Miranda, Jr., New York, to direct the advertising of Delage and Maybach-Zepelin cars.

R. H. Flaherty Now with D'Arcy Cleveland Office

Robert H. Flaherty, formerly manager of the Atlanta office of the D'Arcy Advertising Company, has been transferred to the agency's Cleveland office. He will be succeeded in Atlanta by J. Hixon Kinsella, who has been with the St. Louis office.

Sargent & Greenleaf Appoint Hughes, Wolff

Sargent & Greenleaf, Inc., Rochester, N. Y., lock manufacturer, has appointed Hughes, Wolff & Company, Inc., advertising agency of that city, to direct its advertising. Business papers and direct mail will be used.

Scripps Motor Account to Holden, McKinney & Clark

The Scripps Motor Company, Detroit, manufacturer of marine engines, has appointed Holden, McKinney & Clark, advertising agency of that city, to direct its advertising account, effective February 1.

Advanced by "Oral Hygiene"

W. B. Conant, Western manager of the Oral Hygiene Publications, Pittsburgh, and Stuart M. Stanley, Eastern manager, have been elected vice-presidents of Oral Hygiene.

Comptometer to Ayer

The Felt & Tarrant Manufacturing Company, Chicago, manufacturer of the Comptometer, has placed its advertising account with N. W. Ayer & Son, Inc.

Consignment Selling—a Price Control Plan for 1932

Several Large Drug Manufacturers Consider New Methods of Ending Retailers' Price Racket

THAT a number of prominent manufacturers in the drug field are considering adopting consignment selling in order to give them control over the retail prices of their products is reported in the current issue of *Drug Trade News*.

During the last year leaders in the drug industry have become increasingly alarmed at the attitude taken by independent retailers toward a number of nationally advertised items that were being used as price footfalls. At the last meeting of the National Association of Retail Druggists 2,800 retailers cheered for five minutes an attack on national advertisers, the chief point of this attack being against price conditions in the industry. Manufacturers' salesmen have been reporting unusual bitterness among the retailers upon whom they have been calling. Several surveys made by independent retailers have shown that the independent is not getting a decent profit on a number of lines, most of them nationally advertised.

The consignment move, therefore, may be taken as the answer of several advertisers to this bitter criticism. It shows that they are not going to wait for the possible passage of the Capper-Kelly Bill. Further, it indicates that at last they have decided to cast their lots with the independent rather than with the price-cutting chain.

Manufacturers Can Control Prices

"By consigning their products to dealers," says *Drug Trade News*, "the manufacturers can control the resale price of them, because title to the property remains with the manufacturers until it is sold.

"The dealer acts as an agent of the manufacturer and works on a commission basis, the commission being the sum between the re-

tailers' list price of the product and the price at which the manufacturer authorizes its sale. The authorized resale price will be fixed at a level to insure the dealer a fair profit for his work as distributor."

Dealers Will All Sell at Same Price

Under the system no retailer can cut the manufacturer's authorized price. Every dealer will have to sell at the same price and dealers cannot bootleg their merchandise to price-cutters since it does not belong to them but to the manufacturer.

The consignment system has already been tried by drug manufacturers in selling to jobbers and has been used for a number of years by the General Electric Company in stabilizing lamp prices. The system has been held legal by the United States Supreme Court.

It is reported that to put the plan in operation will involve an investment on the part of the manufacturers of several million dollars but the manufacturers believe that this extra cost can be made up by increased sales due to the elimination of dealer resistance toward their products.

New Representative Business at Chicago

Parsons & Dempers is the name of a new partnership, with headquarters at 1834 Daily News Building, Chicago, formed to represent publications in the agricultural and kindred fields. Principals are B. J. Parsons, for the last nine years with the Chicago office of Standard Farm Papers, Inc., and P. H. Dempers, for ten years Western representative of *The Rural New Yorker*.

Philip Handerson Joins Goodrich

Philip Handerson, formerly treasurer of The Griswold-Eshleman Company, Cleveland advertising agency, has joined The B. F. Goodrich Company, Akron, Ohio, as assistant to the president, in charge of advertising and publicity.

Certain American Newspapers...

so faithfully reflect
and interpret local
thought and feeling

... and are so intimately associated with the growth and progress of their home communities ... that they are known and referred to far beyond the bounds of the state in which they are published.

On December 7, The Indianapolis News completed its sixty-second year of continuous publication. It has lived and grown with Indianapolis since the city held but 48,000 inhabitants. It is the only Indianapolis newspaper now existent whose history reaches back beyond the beginning of the present century. It is the only individually and home owned Indianapolis newspaper.

Because it has concentrated its efforts on the building of a newspaper truly representative of the community it serves, it has become, inevitably, a powerful advertising medium. For the past 36 consecutive years ... as far back as the records go ... it has carried a larger volume of advertising than any Indiana newspaper. 1931 will be the 37th consecutive year in which The News has been *first* in Indianapolis.



Member Major Market Newspapers, Inc.
The 100,000 Group of American Cities

THE
INDIANAPOLIS NEWS
1st in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL
110 East 42nd Street

Chicago: J. E. LUTZ
Lake Michigan Bldg.

"Sales organizations will have to be alert in appraising territories . . . there will be no such thing as 'set' sales plans."

QUOTED FROM "SALES MANAGEMENT"
SPEAKING OF 1932

WE AGREE. Our organization is thinking and working upon the principle that certain localities are unquestionably more *capable* of response than others; that the biggest job ahead of all of us is to forget "broad national effort" and get down to the fundamental fact that sales can come only from such markets as have money to buy.

It is our belief that the manufacturer who has the greatest chance for success is the one whose outlets are *properly allocated* in the most *suitable* markets for his product, and whose dealers are

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Established facts concerning the
eleven Boone markets of 23,000,000 peo-
ple are available to any manufacturer or
agency executive. The Boone Man will
gladly place them before you, concisely
and impartially.

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION

INTERNATIONAL MAGAZINE BUILDING

171st STREET AT 81st AVENUE, NEW YORK CITY

CHICAGO
Hearst Building

PHILADELPHIA
Fidelity Philadelphia
Trust Building

DETROIT
General Motors Bldg.

BOSTON
Winthrop Square

SAN FRANCISCO
Hearst Building

ROCHESTER, N. Y.
Temple Building

CLEVELAND
Union Trust Building

ATLANTA
Glenn Building

DAILY

New York Journal
Boston American
Albany Times-Union
Detroit Times

Syracuse Journal
Rochester Journal
Washington Times-Herald

Chicago American
Baltimore News
Omaha Bee-News
Atlanta Georgian

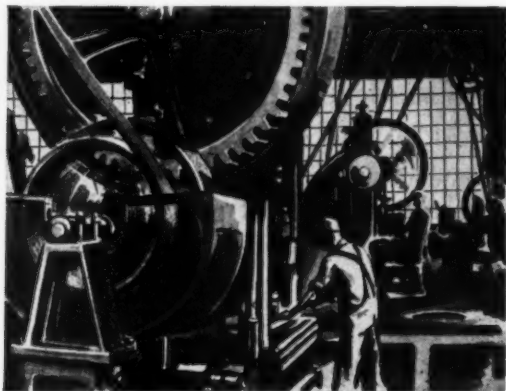
SUNDAY

Boston Advertiser
Albany Times-Union
Detroit Times

Syracuse American
Omaha Bee-News
Washington Herald

Baltimore American
Rochester American
Atlanta American

WHAT A MARKET DETROIT IS!



Cadillac Factory Resumes Normal Employment

The Cadillac Motor Car Company is operating on a normal pay roll of 6,000, and this number of employees probably will be maintained through the winter months, Lawrence P. Fisher, president of the company, said. From 200 to 300 other former employees are to be added in the next few weeks.

"Our total employment figure has been climbing steadily for several weeks, and we now have reached a full normal quota," Mr. Fisher said. "Demands from dealers all over the country have exceeded the factory estimates. On the basis of orders now coming in there is every indication that a full payroll will be continued for the remainder of the winter."

This comes from the makers of one of the most expensive cars built in this country. There are still many people with money to spend and Detroit gets more than its share of the expenditure. If Detroit is not already on your list for 1932 it should be.

The Detroit News

I. A. KLEIN, INC.
50 E. 42nd Street

THE HOME NEWSPAPER
J. E. LUTZ
180 No. Michigan Ave.

Selling a "High-Hat" Product in a Pinch-Penny Market

New Selling Ideas Are Needed During a Period of Dormant Dollars—
High-Priced Items Need Them Most

As Told to J. G. Donley

By John H. Moore

President, Kent Brush Sales Corporation

THIS is the story of how a high-priced product went to market in these low-priced times and brought home the bacon. And I mean high-priced. Kent of England has made brushes since 1777, always with the quality ideal first. There are now 16,000 different numbers in the line, ranging from a dollar toothbrush to the two top-notch items as to price—a hair-brush and a shaving brush retailing at \$100 each.

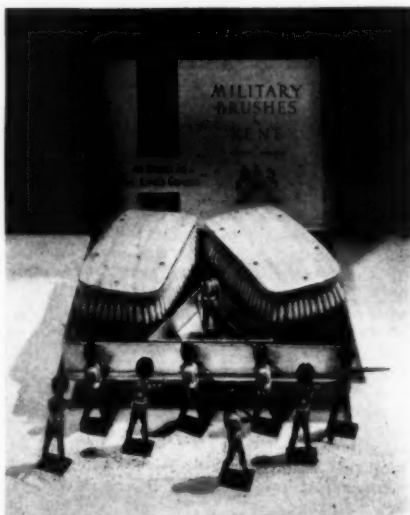
There is a certain heritage in such a line that restricts promotion and selling efforts. Certain things that might be done with other lines cannot be done with quality goods. That makes the problem of selling in a price market all the more interesting. More about that later.

The thing that turned the trick is something that might be done to stimulate sales of products in lower price ranges. An item which we thought would find a certain demand in the holiday season was put in a new package set-up, conceived to do two things: (1) Get the attention of the trade and the consumer for that extra moment or two which may swing the decision in favor of a purchase; and (2) associate the product with something romantically striking, something likely to add to, rather than take from, prestige.

The number selected was military hair

brushes ranging from \$15 to \$57 the pair. The association was with one of the most brilliant, most gorgeous sights in London—"Trooping the Color."

To accomplish this, first a new package was conceived, and then a complete dealers' window display was planned to heighten the desired effect. The new box has a little metal soldier, in the scarlet and blue uniform and white-feathered busby of the Coldstream Guards, standing alert in a gold-covered cardboard triangle between the two brushes. Various sized cardboard cut-outs of Coldstream Guards help to dress the window, and in the background is hung a



A New, Original Package and a Unique Display
Idea Stimulated Sales of Kent Military Brushes

large lithograph, in full colors, of that great spectacle, "Trooping the Color." There is military panoply that catches and holds the eye—the King's guards in scarlet and blue, the cavalry with plumed steel helmets, and all the famous regiments. It is a picture that couldn't be bought; it was obtained on a royalty basis by courtesy of the London, Midland & Scottish Railway Co.

Sales Doubled in Ninety Days

Let results talk for a moment. We announced this new package, with dealer co-operation on window displays, in our business-paper advertising on September 1. In the next ninety days sales of our military brushes, in the \$15 to \$25 price range, were a little more than doubled. For instance, a dealer coming in to place his holiday order would be prepared to take the usual, say, twenty-five pairs of military brushes. When he saw the new package and the complete window display set up in our office, he would unhesitatingly order fifty pairs. He could see sales. He was willing to buy an idea, where he wouldn't have bought that much plain merchandise.

The idea grew out of a talk I had with a leading men's haberdasher. But let me work up to that. In the first place, the technique of selling is different with products sold strictly on a quality basis. If deals are worked, it would be possible to double sales within six months; but at the end of that six months there would be no more business, for the consumer market is limited quite definitely and dealers would delay reorders. So deals are out. If a low-priced number were added it would undoubtedly sell—who wouldn't buy, say, Tiffany costume jewelry at \$1.98—but such sales would be at the expense of the name. The brand would never recover lost prestige. So that is out.

There are only two permissible ways of increasing the sales of high-priced goods which rest on

established and carefully guarded quality-prestige. One is by developing new outlets. The other is by producing selling ideas—that something extra which gives the product dynamic sales appeal, in addition to that static solidity acquired through years of in-built integrity.

Kent brushes have long been sold in high-grade department and drug stores. You will get an idea of how limited this field is by the statement that 52 per cent of the drug stores in the United States are rated at \$5,000—third-grade credit or lower. This classification is automatically eliminated. This year distribution through dealers has been considerably broadened by going into high-class haberdasheries and men's clothing stores. That is one way, and it has worked.

Now let me tell you about that talk with the haberdasher.

"Merchandise, merchandise, merchandise," droned this man. The buying inertia had gotten under his skin. "There's more merchandise than customers. I don't want more merchandise; I want *more customers*. I want something to make people buy. Ideas, selling ideas! Come to me with an idea, show me how I can make sales, and I will stock your line."

"As Smart as the King's Guards"

That set me thinking. Military brushes, hair brushes without handles—probably called "military" because they fitted handily into a knapsack. Always packed in just a plain box, since grandfather's time—and great-grandfather's time. They'd lost any meaning from that chance association with the military. And so came the idea—"As Smart as the King's Guards" (a line, incidentally that went into the first advertisement to the trade)—a tie-in with all the glory of Old England's regimental history—a little scarlet-and-blue soldier standing in the front of the box, at attention. "*Attention!* everybody, here's a brush with all the excellence of appearance and character, all the great

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tradition, that the word 'military' has acquired from the royal regiments of England."

The little metal soldier said that to me, and he has been saying it since to merchants, to window dressers, to clerks behind the counter and to customers—customers he has turned from *potential to paying*.

And how he does get attention. Five Rogers Peet men's clothing stores in New York City, one in Chicago and one in Boston recently put in Kent brush windows. This window stopped so many people that the casual passersby couldn't see the display. One big drug store proprietor who had gone out of my office in an indecisive or negative attitude, came back within an hour and placed an order, after he had seen one of the Rogers Peet windows. A display was put in Liggett's Grand Central store in New York City on a Friday night and pulled \$128 in sales the next day. In addition, there were fifty or sixty inquiries about Kent brushes. And that store sold one of our high-priced hair brushes, the handle variety, for the first time in its history; in fact, sales of all our brushes were helped.

People Have Money If You Entice Them

A selling idea. That is what is needed today to put over high-priced products and low-priced products as well. During previous periods of dormant dollars—I prefer that term to "depression," because our experience shows that people have got money to spend if you entice 'em—there has often been some big new idea in the form of a new industry to pull the country out of the doldrums. There were films, automobiles, radios. Just now there is no big, new, country-wide idea. And that is all the more reason why the *individual* selling idea is likely to go over big. Selling ideas that have merit today stand out like a diamond in a muckheap.

High-priced products need 'em most, because many producers of such things are being tempted to do things they will regret. They

are making the fatal error of cheapening their product. Not only are they putting out products which will surely detract from their brand name, but they are unwittingly inviting competition. A high price, if it is backed up with real quality in the product, tends to set up an *area of protection*, rather than a sharp division as to price. This is what I mean: Our lowest priced hair brush retails for \$5; but our next competitor is not a \$4.50 brush, nor a \$4 brush, nor even a \$3 brush. My experience has been that it is a \$2 brush. The reason is that for a consideration of 50 cents, or a dollar or two or more, no purchaser who considers quality at all and who has been sold by advertising on all that the Kent name stands for, will take the lower priced product.

This is no time for compromising on well-established high-priced products. It is a time for manufacturers and distributors to keep their backs up and their heads working on new advertising and selling ideas. Dormant dollars will come forth on the jump when dynamic selling ideas call "*Attention!*"

Kaumagraph Account to Fox & Mackenzie

The Kaumagraph Company, New York, transfers and lithography, has appointed Fox & Mackenzie, Philadelphia advertising agency, to direct its advertising account. Business papers will be used.

Appoints Needham & Grohmann

The United States Radium Corporation, New York, has appointed Needham & Grohmann, advertising agency of that city, to direct its advertising account, effective January 1. Business papers and direct mail will be used.

Advanced by Michigan Electrotype

H. D. Wise has been promoted from secretary to vice-president and general manager of the Michigan Electrotype & Stereotype Company of Detroit.

Seattle "Times" Appointment

J. M. Finley, formerly with the Seattle *Post-Intelligencer*, and later head of the Finley Sales Service, Seattle, has been appointed special representative of the Seattle *Times*.

Two in One

General Foods Uses an Adaptation of the Cartoon Strip Idea in Jell-O Magazine Advertisements

UNUSUAL things are being done these days to get more effectiveness out of advertising space. That these ideas are meeting with success is demonstrated by this Tell-O advertisement.

The right-hand strip occupied one column adjoining a full page. Later, the idea was revamped so that it could be used on one page. Whether one page or with the accompanying column, here is a resourceful attempt to make the advertising dollar a more prolific producer.

In some measure the idea is related to the use of comic strips by General Foods, of which Jell-O is a unit. Sequence pictures have proved effective. Here they are adapted to magazine space without sacrificing any detail of the impor-

tant recipe and service story which is the backbone of Jell-O advertising. Color continues to get over the attractiveness and appetite appealing qualities of dishes made from the product. But it does in two-thirds of a page what has been done in one page. Incidentally, this advertisement introduces color photography into the Jell-O series.

The cartoon strip is not intended to be funny. It promises the reader entertainment and gives the advertiser an opportunity to tell his story subtly in a light style. Its final word is a coupon reminder. The combination draws on the talents of photographer and artist. Several talking points are individually featured without breaking into the completeness of the color advertisement.



1. *Is she like my school sweet heart here, then, Elton, or not?*



2. *Well, then, how's my sweet? I see just-Oh, that isn't why.*



3. *Just-Oh, yes, I've just finished! He walked away, right in the passage.*



4. *And now the difference, just as you can't see real love through the fog.*



5. *That's no reason why, if I do say it myself, my school was always mine.*

SERVE THRILLERS OFTEN—SAVE EVERY TIME!

1. *Lovers in 'N' Place is so sexual, hot and sexy! It's even fun to serve a wonderful new surprise dish. It does it for you in a place "romantic" dish.*

2. *Here's a great one and one of those Jello recipes—so much for this, so much for that. The low cost will make you surprised when you realize that every one of these Jello dishes could easily be the "romantic dinner" for your precious party!*

3. *And if you think they are wonderful, then it's time you had Jello's new booklet, it contains all pages of Jello's delicious—most of them, surely prepared! But some of them are—the best of it—as Jello as the recipe goes here!*

4. *Jello's delicious "Jello's Recipe" booklet! (Booklet 1) is a Jello's recipe for Jello's—remember for your Oh, with Jello's as your first, and then Jello's—just as you're ready!*

7 WOMEN OUT OF 10 PREFER JELLO

2. A FAVORITE OF WOMEN, FROM COCA-COLA TO FREE

3. WONDERS OF THE EAST: JELLO'S!

4. JELLO'S: THE NEW BOOKLET, FROM COCA-COLA TO FREE

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117. JELLO'S: THE

Tell Me a Story, Grandpa

There was a time when a good job might be done in Chicago with one newspaper and when the populace gaped at a full page ad, but you'll have to ask someone's grandfather about that. Chicago today is something else again, and it's expensive and not very bright to advertise here without a good idea of what that "else" means.

For one thing, it means that Chicago's taste in evening papers has changed of late years. The evening paper it chose first eleven years ago is second in its favor today. And the now leading Chicago evening paper, the Chicago American, is first by so many thousands of copies that to deny the significance of its leadership is merely to be stubborn.

Yesterday's experience in advertising and media appraisal in Chicago are not assets today—they are far more likely to be liabilities. They are certain to be to one whom they persuade to go on ignoring the fact that for over ten years the Chicago American has been Chicago's first evening paper in circulation and in potential profit to advertisers.

CHICAGO AMERICAN

a good newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field.

National Representatives:

RODNEY E. BOONE ORGANIZATION

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DAILY NEWS

JACK DIAMOND ACQUITTED



Kidnapers Ho

DAILY NEWS

DIAMOND SLAIN



His wife—Mrs. Alice Heller Diamond. Always when Jack was in prison, through the support of his wife, the big head of the, it is, but most also at through every prison. Jack said when the was brought to prison, he was almost with joy. A diamond was, however, the head of the house. The no growth but did not believe about. This is the first question.

LAST PICTURE OF LEGS DIAMOND



This photograph of the late Jack Diamond showed him as he was at the time of his death. He was 35, and had a good record. The man in the middle of the group is the son of the late, and the man on the right is the son of the late, and the man on the left is the son of the late.



Some pictures of the late Jack Diamond. The man in the middle of the group is the son of the late, and the man on the right is the son of the late, and the man on the left is the son of the late.

'Twas the Night Before

THE Christmas BONUS

THIS is our own Christmas story. On Friday, Dec. 18, the News Christmas bonus was to be distributed (a bonus is a story these days, but not the story we mean). And after the last edition was in, the boys waited around the neighborhood for the cashier's window to open at 9 a. m. and the bonus checks to come forth . . . The day before, a certain Mr. Jack (Legs) Diamond, well known around these parts as the most shot-at living civilian, had succeeded in getting himself acquitted in Troy, New York, of sundry unpleasant charges—and as news was none too plentiful, our first edition at 9 p. m. had honored Mr. Diamond with the front page streamer. Subsequently during the night, the gentlemen who had been gunning for Mr. Diamond so persistently were more successful than in previous attempts, and terminated his public career sometime after 4 a. m. . . News of this change of Mr. Diamond's program, however, did not come in until 8:03 a. m. Additional details trickled in at 8:06 and 8.12. Eugene McHugh, night managing editor, was also waiting for Santa Claus, and decided he had a story. So he sent forth a call into all the nearby lunchrooms etc., assembled a crew, and at 9 a. m. a late EXTRA was on the street, announcing the latest Diamond development. The News was the only paper in New York with the story! . . . Mr. Diamond went from victory to the Great Beyond in five editions, which is fast work. And the death of a bad man made some good overtime pay as Christmas money for News printers.

THE NEWS, *New York's Picture Newspaper*, 220 EAST 42nd STREET, NEW YORK
Tribune Tower Chicago + Kohl Building, San Francisco

SEVENTY-NINE
 per cent of the city circulation of The Free Press goes where sixty-seven per cent of all food sales are made, in Detroit.



HERE is coverage of approximately three out of every four homes in the city areas where more than two-thirds of all food purchases are consummated.



WHILE only fifty-three and a half per cent of the total population of Detroit lives in these twenty Detroit districts where Free Press circulation is concentrated, yet these districts bought

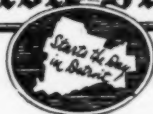
84% of one of the leading makes of electric refrigerators sold to households during the first nine months of 1931; 72% of the low priced automobiles sold, 76% of the medium priced automobiles and 84% of the high priced automobiles.



IN Detroit, The Free Press offers a most unique and most practical concentration of selling influence for foods or for any other commodity or service. It delivers wanted circulation without waste, and at a lower cost.

The Detroit Free Press

VERREE &
 National



CONKLIN, INC.
 Representatives

New York

Chicago

Detroit

San Francisco

Getting the Uninterested Listener to Tune in Next Week

"The H-O Surprise Program" Keeps People Guessing as Does an Interesting Serial Story

By W. H. Thornburg

Advertising Manager, Hecker—H-O Company, Inc.

"WITH all the varying tastes for radio entertainment, what can we do to make our radio programs interesting to the greatest number of listeners?" This was the question uppermost in our minds in planning the series of Pacific Coast network broadcasts featuring Hecker—H-O breakfast cereals.

Investigation among all types and classes of radio listeners showed that from all the programs on the air, it was not only difficult but impossible to select a type of "show" that appeals to a near 100 per cent of the listening audience. Even the most popular programs, we found, had their percentage of "tuners-out," and these people who preferred some other broadcast constituted a very considerable number of potential buyers of the sponsored product. Once a person tunes out a broadcast because of its lack of appeal for him or her, it is almost a foregone conclusion that they'll endeavor to avoid future programs of the same nature.

Granted that we could not meet every listener's particular tastes, what was the nearest program ap-

peal to pleasing all of our audience? Finally, after much deliberation, a program series new, we believe, to advertisers, at least, was evolved.

"The H-O Surprise Program!" This announcement opens each of the broadcasts, and it describes the Hecker—H-O answer to the question of a near-universally popular radio program series. Each Thursday evening at nine o'clock the H-O Surprise Program brings a different kind of radio entertainment, so that, throughout the series, there will be a complete round of enjoyment, with "something for everyone," no matter what his or her taste may be.

A Wide Variety of Themes

Beginning in September, the programs, over a Pacific Coast network, have to date covered a wide variety of themes. First of these was the "Americana" program, featuring the selections of modern American composers. This was followed by a "Round-the-World" theme, presenting a musical trip in fantasy around the globe. A

"Show of Shows," with hit tunes of the most popular musical comedy and motion-picture productions appealed to those listeners preferring this type of entertainment. "Collegiana," a program of Pacific Coast college songs, featured the University of California Glee Club, with a five-minute talk on the football outlook by Glenn S. (Pop) Warner, famed grid-iron mentor, at the height of the football season.

For those who enjoy music popular in the "Gay Nineties" the "Floradora" program revived a wealth of memories. A Havana Night Club offered the

TUNE IN!
The Delightful
H-O OATS
"SURPRISE PROGRAM"

STATION KFRC
SAN FRANCISCO

EVERY THURSDAY
Evening 9 to 9:30 P. M.

theme for a "Night in Havana."

And so, through the H-O Surprise series, an interesting and enjoyable variety of entertainment is offered.

Perhaps one program may not appeal to certain listeners, because of its particular theme. But in case these people *do* tune out as a result, there is far more than an even chance of having them "come back" on the next week's broadcast, interested to discover what the new theme may present, an advantage not found in the case of a program series which is continuous as to style and theme.

Fan Mail Has Increased

As this series has developed, the response has materially increased. This fact is evidenced by the increase in fan mail addressed to the program.

This type of program series has its advantages, not only from the standpoint of listener interest, but in the reaction of the talent, as well. Every program gives the performers a new "scene," so to speak, with resultant enthusiasm on their part.

Recognizing the importance of

publicizing these H-O Surprise Programs, small-space advertisements are run in newspapers in each station listening area each Thursday, calling attention to the program that evening.

"Shall we appeal to all the family with an evening program or reach only the purchasing agent of the home during the morning hours?" This was another question we had to answer. It was brought out that the husbands and children in every family must be catered to, and what good wife and mother does not try to please the tastes of her flock? So that, with a breakfast preference on the part of most men folks and youngsters for a really delicious oatmeal, we decided to provide a radio program that would be most likely to be interesting to all the family and get our message across to the husbands and children, as well as to the housewife herself. Hence, evening time was the answer. Another element in favor of evening broadcasts was the known greater listening audience, plus the "carry" of air waves at night, which factor is important when considering the wide-open spaces of some of the far-Western territory.

What Groucho Says

Oh, Boy—What a Christmas Gift!

All Over Europe.

DEAR Feller: Been scouting around wildly. Just got tired of taking no railroad trains at all. Seems like old times to be hot-footing to the station. Sorry I'm gonna miss the Christmas Party at the old shop.

Met a bright Swiss in a Wagon Lit. I couldn't talk Swiss so he talked English. He has a world-wide business in fiddles from the Austrian Tyrol. *I didn't talk advertising!* He says he's lucky, being a Swiss. There isn't a nation in the world he's gotta hate.

Sez he: "Why doesn't U. S. A. give the world a Christmas present some day?"

"What?" sez I.

"Perpetual peace," sez he.

"How come?" sez I.

"You can do it and make money," sez he.

"How come?" again sez I. Then we cracked a bottle of Hochheimer.

Here's his idea. Sell debts, dollar per dollar for peace. Trade international debts dollar for dollar for disarmament.

"How can we make the appraisal," I ask.

"Easier than the job of the Dawes committee or the Young committee, and the job will solid remain." I guess he meant "stay put" by the last two words.

He sez assurance of International Peace is the best thing America can buy. It would be cheap at double the price of our

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international debts. If we collect those debts we gotta buy the stuff that Europe's gotta make and sell so they can buy the mortgage back. Gotta be that way, he said. Only way to sell is to find a guy who's got dough and we got most of the dough. He's against repudiation. Ruin the world, he says. Gotta find something to sell which would be valuable to the creditor. Nothing more valuable to us than to know that Berlin is gonna stay in Germany and China isn't gonna be blown up.

"Something like immunity from tax collectors by means of graft or buying off a bunch of bandits," sez I.

"Not at all," sez he. "Nobody ever thinks of buying the best things there are. Peace, chance to work and profit, international friendship. They are worth great expense (big money) and they can be bought at an everlasting profit to the buyer."

We cracked another small bottle of Hochheimer and I said: "Sorry I represent less than one one hundred millionth of the political influence in the U. S., but I'm for your idea. Disarmament, peace guarantees, dollar for dollar against what Europe owes our government! Hoch! and Rah!"

"Atta boy!" sez he. And then he cut loose. "I've been all over the world. I've found thousands of people who hated me. I wondered why. It's very simple. They

thought they had to hate me because they didn't speak my language and because I wanted to sell them something. Not more than six of those thousands still think they hate me. I'll get them some day. Why do they quit hating me, I'm no cupid? Simply because we get acquainted. Take this from a wandering minstrel who has been all over the world. When you know them and when they know you, the people of any nation are excellent eggs."

Wandering Minstrel is right. This guy plays his own fiddles. He's learned the national airs and pet songs of every nation. First time he ever sold in N. Y. he played "Hot Time" and followed it with "Old Black Joe." He hits 'em where they live. Sez he never made but one mistake that way when he swung into "Marching Through Georgia" in New Orleans, and they forgave him for that.

Say, feller, dunno as you can do anything about this Christmas present sale of debts for disarmament and peace bonds, debts cancelled, but due again if ever the debtor goes to war or however it is to be doped out.

"Sounds silly," sez you, but you'll fall for it when you think it over. Doesn't make a great difference anyway cuz last I knew you didn't have much influence with Congress.

Merry Christmas, anyway!

GROUCHO.

Enthusiasm

"HERE at last is quick, sure relief for tired, aching feet, excess odorous perspiration and that dread itching torture known as 'Athlete's Foot.' A new and startling discovery, by an eminent and well-known practicing physician, called Dr. Fox's Anti-Fection Foot Pads, affords quick and almost miraculous relief at small cost."

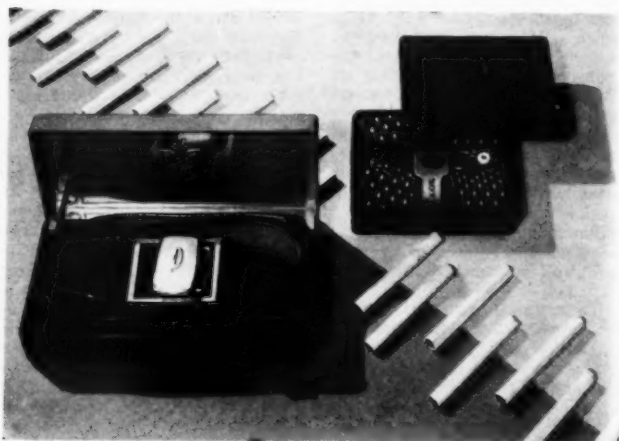
"Do not think that this pioneering ability on the part of Hudson, this faculty of 'pacing the industry,' has gone unnoted and unheeded. On the contrary it has

given rise throughout the industry year after year to the meaningful saying: 'Watch Hudson!'"

"For more than a generation the Packard has been acclaimed as the most beautiful and distinguished of motor cars, both abroad and at home."

"This famous skin softener [Compana's Italian Balm] is guaranteed to banish the blemishes of housework, office work and weather quicker . . . than anything you have ever used before."

Helping Santa Look to His Laurels



SANTA CLAUS had to look to his laurels this year and choose his presents with an eye to their usefulness and practicality. With the help of the Hickok Manufacturing Company, the jovial old fellow has gone 100 per cent practical with a gift which is contained in an attractive Christmas box that is itself a useful gift.

The company has devised handsome gift boxes, made of Bakelite, for its belts and garters. When

these versatile boxes have played their part as gift containers they take up their second role of cigarette boxes or jewel cases. The gift boxes are of two designs, one holding a Hickok belt and buckle and the other a pair of garters.

No trade name or advertising interferes with the double usefulness of the boxes, the Hickok name appearing only as a part of the company's coat of arms on the inside of the cover.



Beware the "Yes" Woman!

IN gathering research material, the advertiser must avoid approaching Mrs. Consumer in such a manner that she will answer "Yes" to every question, just to be pleasant. This was the warning given by F. Stanley Newberry, research director of Ruthrauff & Ryan, Inc., and William Benton, of Benton & Bowles, both of whom spoke before the League of Advertising Women of New York at a meeting held last week.

Mr. Newberry, in pursuing their common subject, said the advertiser should become acquainted with Mrs. Consumer and advocated testing copy on her, before it is run, trying to catch her in her true, critical buying mood.

Mr. Benton stressed the value of imagination, properly applied to the consumer, in presenting a story to the public and showed how research is important in stimulating such imagination.

urels

"It is hard to swim against the current"

Proverb

IN CINCINNATI the current of public favor has for years been toward The Times-Star. Absolute confidence and complete reader interest combine to give this newspaper a leadership that has never been approached by any other Cincinnati medium.

Advertisers here do not guess, for their records show that Cincinnati is most profitably sold through The Times-Star alone.

If you haven't discovered this, watch the returns multiply after placing all of your advertising in The Times-Star.

THE CINCINNATI TIMES-STAR

HULBERT TAFT
President and Editor-in-Chief

Eastern Representative
MARTIN L. MARSH
60 East 42nd Street
New York



Western Representative
KELLOGG M. PATTERSON
333 N. Michigan Avenue
Chicago

MEMBER OF A.B.C.—MAJOR MARKET NEWSPAPERS, INC.—MEDIA RECORDS

On the Level

IT'S an easy subject to be cynical about, but the fact remains that there is a general impression in this country that business is honest. Take advertising, for example. When a manufacturer assures the public that his goods are of excellent quality, millions take him at his word. He ships the goods all over the country to small dealers on the trusting assumption that they will pay. Bankers lend money on the same assumption. So it goes, all up and down the line.

Competitors get together with artillery parked outside and agree to cut out certain practices which hurt all and benefit none. They take one another's word that these agreements will be kept.

This common faith that business is on the level had to be earned. If it were destroyed or weakened, running a business at a profit would be even more difficult than it is now. Most business men wouldn't know just how to operate if no one believed in them.

Yet it is a grim fact that most of us, in the past year, have been jammed up against stark realities in a way that has made it easy to consider the expediency of compromising a bit on the more idealistic phases of square dealing. Nothing really dishonest, of course, but a sort of liberal attitude toward any device which might ease the strain.

When the sales curve buckles at

the knees there is a desperate urge to do something about it. Someone gets hysterical. "To hell with our standards," he screams. "The boat is sinking. Cheapen the goods. Toss a few salesmen overboard. Hire Amos 'n' Andy. Get a new advertising agent who knows how to bamboozle the public. Do *something*."

That is panic.

Suppose business went in for sharp practice in a big way. Wouldn't be much fun, would it? Employees would be dishonest, of course. Materials would rarely be up to specifications. You wouldn't dare trust anyone. Quality would be a mere veneer to conceal cheapening. Advertising would be mostly lies and would lose its power.

It might be very easy to slip back to the dark ages of paper shoes, sandal sugar, bribing, spying, double-crossing and general fraud. You know how quickly you slough off the trappings and conventions of civilization on a hunting trip. Psychologists tell us the barbarian in us is just below the surface.

Don't misunderstand us—we are not trying to moralize. That isn't our job. Our corporate existence is dependent upon helping business to make money—and we have a healthy intention to keep right on functioning in that capacity.

But the method of making money which looks good to us consists of

climbing above the rank and file, not slipping back into the gutter and dragging your competitor with you. That is the trouble, you see—the thing is contagious and progressive. When your rival puts over a fast one, taking advantage of the fact that you were both supposed to play the game on the level, there is a strong temptation to grab a broken bottle and fight it out his way.

If one manufacturer gets impatient at the sluggish response of the public and peps up his advertising with a little hocus-pocus, his competitors go him one better; and before they know it, advertising in that particular industry has drifted so far from the truth it's just silly. Then they all have to spend five times as much to get any response at all.

Business today is decent and honorable. It may even be good before long. We do not know personally, individual business men who would have it any other way. But one can sense in the air a slight tendency to slip. So far, it's the other fellow who is doing the slipping. But retaliations

are being considered. All that is very bad.

It's been a tough fight. Some of us have taken it on the jaw. But after all, a good fight is better than shadow boxing. We are still in there, swinging. Before long, things will be normal. Then we'll be sorry for every decision made in panic. We'll regret the market which slipped away because our grip weakened. Cheapened goods will come back to haunt us. We'll wish we had kept the advertising agent who had served us faithfully and wisely, and who was not responsible for the temporary loss of business. Every gash in our standards of rightness will be an unhealed wound.

We have threshed this matter out among ourselves and have decided upon a simple rule which we mean to stick to, even if things get a bit scratchy in the advertising business. On any important policy move we are going to ask ourselves, "Is this something we wouldn't have done in the prosperous year 1929, or which we might be ashamed of in the prosperous years to come?"

If it is, it's out.

Once a month, or more frequently, we issue a publication called The Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, telephone or write our nearest office.

BATTEN, BARTON, DURSTINE & OSBORN
INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

CLERKS LIE DOWN



All may not snooze in stock rooms, heads pillowed on your shipping cases. All may not snipe at your "demand-customers" with private brand gunfire. But few have any real interest in your product or its advertising saga. Where clerks lie down, automatic sales machines stand up. They can't sleep, sidetrack, quarrel or quit. All they know how to do is act like perfect salesman at that point in your scheme of distribution where salesmanship is most needed: MILLS NOVELTY COMPANY, 4100 Fullerton Avenue, Chicago, Ill. World's Largest Manufacturers of Coin Operated Machines.

WHERE MACHINES STAND UP

Public Often Thinks Faster Than Fashion Advertisers

It Reads into Many Advertisements Scores of Things the Advertiser Didn't Put There

By Paul Hollister

Vice-President, Batten, Barton, Durstine & Osborn, Inc.

NO matter how shrewdly you design, create, weave, cut, stitch—no matter how cunningly you talk and write your beguiling innuendoes about what is and what isn't, what (with a gesture of adoration) is about to be fashion—and what (with a gesture of holding the nose) is "out"—no matter how many miles of abstract conversation you cover during a day to make a merchant or a customer see the light (which means agree with you) there won't be any sales made nor pay-checks collected until you have exposed your creation to the public. Advertising is only that—exposure to the public; you're advertising people whether you like it or not, just as I'm in the fashion business whether I like it or not, and I don't.

Not a Universal Formula

Now for the most part and to date, you're primitive advertisers. For the most part and to date you have followed the rudimentary formula of simple exposure. It is the same formula on which Mr. Sears and Mr. Roebuck made their bible: Show picture of the article, description, price, fourth floor west building, ring Murphy's bell. Just because it works, and has worked, doesn't mean that it is the only safe, or the best, formula, any more than the fake testimonial formula is the best one because it has worked for certain other products. A great many more people buy those products than believe bunk; the public is way ahead of the advertiser. A great many more people buy the things you create, conceive, and put into your advertise-

ments, than believe only what you say in your advertising. The public has been content to read your naked bulletins, and has had the wit and emotion to read into them dozens, scores of things you never put there—but these things in the buyer's mind are what sold the garment—not the reasons you set forth.

Get the Fundamental Instincts First

Isn't it reasonable, then, to guess that if you can get at the fundamental instincts and emotions which cause purchase, you'll stand a far better chance of sale than by simply exposing the article-description-price and hoping that it may strike a responsive instinct or emotion? And having sold fashion on a basis of fundamental instinct or emotion, isn't fashion better sold, and isn't it more deeply rooted in the confidence of the customer? It seems not only logical but reasonable to me to take that position.

I am aware that it is so easy to sell anything by the simple-exposure formula that most of us are too lazy to search out the reasons-for-purchase which lie much deeper in the human heart than mere article-description-price. Whenever I have tried to find in a fashion advertisement any reason-for-buying based on a sound reason-for-purchasing, I have found that you people terminate the argument with a snobbish, disagreeable, take-it-or-leave-it remark like this: "*Vogue* says," or "Chanel Declares"—which still leaves unanswered all the questions which a purchaser has a right to ask.

How will I look in it?

What will it "do for me"?

Is my husband going to applaud or grunt?

From a speech made before a meeting, last week, of the Fashion Group, New York.

Is my boy-friend going to take action as a result of my purchase? And if so, how many more boy-friends?

Where shall I wear it? How long can I get by with it?

Will it spot and will it clean? Will it dye?

What will this garment make me feel like in my mind?

The Boss Has His Eye on You

These questions are basic. They are a handful only of the human reasons which control purchase. Either you take them for granted or you're too lazy to do research to find out which reasons will sell anything you have to offer. If you take them for granted, remember that the folks who made cashmere stockings took the black cashmere stocking business for granted—and watch your step. If you're too lazy to do the research, too content with the results your simple-exposure advertisements get to forecast with certainty the motives that will make sales for your store or your company five years from today, watch your step. The boss has his eye on you. There's weeding-out going on.

Those questions strike you, of course, as banal and mundane. People are banal and mundane. You and I are so banal and mundane that we talk about these things at luncheons instead of doing anything about them. Surrounded, smothered, jostled by humanity, our lives filled daily with dozens of clinical manifestations of human behavior, and of the deep motives for purchase which are so swiftly called to the surface—in the middle of the forest we can see only the trees. I do not mean of course that an advertisement for a chic Sunday evening dress must be a "q. and a." to all those questions. I do mean that the person who makes a fashion advertisement jolly well better "q. and a." the dress and herself before she advertises that garment in the one vein most certain to sell it. Specifically, a Sunday evening dress is going to be more sold, better sold, if the advertisement sells *Sunday night* in

terms of the dress. There is a very poor market for riding habits among non-horse owners.

I aim to paint a sorry picture of the dullness of fashion advertising today. Without the flexibility of the mendacious camera it would be pretty dreadful. Its newspaper advertising is all identical—its styles of art move in great cumbersome cycles. Take the name off the advertisement of one store and you have an advertisement for most any other store.

The expedition farthest north into variety usually breaks down a mile from home among some lip adjectives of the Bronx-genteel school. And yet here, in fashion, is the one subject of all advertisement subjects which is intrinsically brightest, sparklingest, gayest, cheerfullest, most seductive, most decorative, most flexible and most childishly human. Into its tanks goes the largest single appropriation of money spent for any form of advertising—it isn't because we can't afford fuel to make the advertising of fashion interesting, varied, compelling that we don't do it; it's because we won't take the trouble to know people, find out what they most want to hear, and then tell it to them. They will spend freely for it; they're spending today for it despite our dullness.

Make a Problem of Fashion

Let's make a problem of fashion, and study it; then the advertisements will make themselves. When they do, they'll have the only quality that is worth a nickel in any advertisement—sincerity. When they have that, they'll sell more goods than advertisements that do not contain sincerity. When they sell more goods, our pay will all be raised, and we will all retire, which will solve the unemployment problem.

Let's do it.

Olean, N. Y., Papers Merge

The Olean, N. Y., *Times* and *Herald* have been consolidated and will be known, after January 2, as the Olean *Times-Herald*. It will be represented by The Geo. B. David Company, publishers' representative.

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"How to Save" Appeal Increases Sales to Farmers

Farm-Paper Campaign Urges Them to Butcher and Eat Their Own Pork

By T. Henry Asbury

Advertising Manager, The Enterprise Mfg. Co. of Pa.

YEARS ago the farmers were accustomed to doing their own butchering, killing hogs and making sausage, lard, hams and bacon to feed their own families through the winter and to sell to their neighbors. Then the large packers began to supply these products in greater and still greater volume—a process which caused large meat-choppers, some with capacities up to 15,000 pounds of sausage meat per hour, to take the place and do the work of millions of small meat choppers on the farms.

But in spite of volume production of sausage and other pork products, there was always a demand for hand-power meat choppers from the farmer who dressed a few hogs, from the rural butcher who produced his own products, and from housewives who bought meat choppers for use in the kitchen.

Comparing sales with economic conditions, it was found that sales of meat choppers for farm use were large when business conditions generally were unsatisfactory. When business was going ahead at full speed, and when farmers were getting good prices for their pork and other crops, they felt little incentive to do butchering on the farm and produce meat for their own use. But when feed was cheap and hogs were low, for any reason, the farmers found it to their advantage to save money and stock their own larders by doing butchering on the farm.

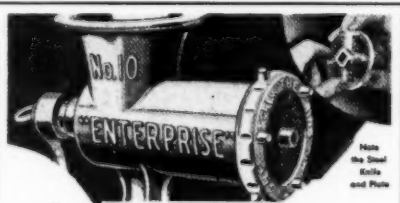
The depressions of

1893, 1907 and 1921 demonstrated that farmers were most keenly interested in producing their own meat when money was scarce, and the year 1931—known to be a year of slow sales for most hardware specialties—was indicated as a good year for the sale of Enterprise meat choppers and lard presses.

Home canning, for example, had increased greatly. Fruits and vegetables were cheap and farm homes and other homes were preserving unprecedented quantities of them.

The farm papers, almost as one, were urging farmers to "live off the farm"—to have their own canned goods and meats so as to be independent of the food problem so far as possible.

So, in November, 1931, we launched our sixtieth annual advertising campaign to the farm field. Its argument to the farmers was simple. A typical advertise-



AN
"ENTERPRISE"
LARD PRESS

Pays for itself quickly
Cuts porks half from every
hog. Compressed grease gives
lots of grease, leaving the
crackling dry. "Enter-
prise" Lard Press has a
special spread for use in
stallings, making lard easy
to use. It is an efficient,
handy, useful piece. Any
good dealer can supply it.

YOUR HOGS ARE WORTH MORE— here's how to get it

Live hogs at 5 cents aren't profitable. But if you turn them
into chops, loins, ham, bacon and sausage and LARD you
can eat all you want and sell the rest: profit both ways.

An "Enterprise" Meat Chopper
is a money-maker for you
Supply your own table with
tasty country sausage made
from pork cut with an
"Enterprise" Meat-and-
Food Chopper. This chop-
per cuts the meat evenly and
uniformly, without mash-
ing, or loss of juice.

Only "Enterprise" Choppers
have the genuine "Enter-
prise" four-bladed steel
knife and perforated steel
plate, which stay sharp and
give years of service. Get
"Enterprise" Meat-and-
Food Choppers from your
dealer. The Enterprise Mfg.
Co. of Pa., Philadelphia.



MEAT CHOPPERS • LARD PRESSES AND SAUSAGE STUFFERS

"ENTERPRISE"

ment of the series was headed, "Butcher and eat your own pork products," and read:

"You can't afford to sell live hogs this year. Turn them into hams, bacon, sausage and lard, for your table and to sell.

"To make good sausage, and other pork products, you need a genuine 'Enterprise' Meat-and-Food Chopper. . . .

"To get all the lard from your hogs, you'll need an 'Enterprise' Lard Press."

This appeal was followed, of course, by reasons why Enterprise alone would meet the farmer's requirements.

Another argument addressed to millions of farmers was this: "Your hogs are worth more. Here's how to get it." Copy was along these lines:

"Live hogs at 5 cents aren't profitable. But if you turn them into chops, loins, hams, bacon and sausage and lard you can eat all you want and sell the rest: profit both ways."

In the business papers, the hardware dealers were told to recall their experience in the sale of fruit jars the past season and apply the same principles to meet choppers and lard presses.

Hardware jobbers were quick to realize their opportunities for larger sales of choppers and lard presses. Hardware retailers were equally receptive to the plan.

As a result of conditions, called to their attention both by advertising and by direct-mail work, and as a result of consumer demand stimulated by simple, sincere advertising merely calling attention to conditions and suggesting the opportunities for the farmer, sales of Enterprise meat choppers and lard presses have improved in a year of difficulties.

Death of H. E. Dosch

Harold E. Dosch, vice-president and treasurer of the Rogers-Gano Advertising Agency, Inc., of Chicago, Illinois, died at that city last week. Formerly advertising manager of the Curtis-Leger Fixture Company, Chicago, he joined the Rogers-Gano agency in 1923 as an account executive. In the following year he was elected vice-president and treasurer. He was thirty-four years old at the time of his death.

Yours for the Asking, Mr. Ramsay

THE ROBERT E. RAMSAY
ORGANIZATION, INC.
NEW YORK

Editor of PRINTERS' INK:

Through the Advertising Federation there comes to hand a reprint entitled, "Why Advertising Should Be Continuous." We'd like to get some extra copies of this for distribution. Is this a reprint of yours, or should we apply to the Advertising Federation of America for such extras?

ROBERT E. RAMSAY.

PRINTERS' INK will be pleased to furnish without charge to its readers extra reprints of the article, "Why Advertising Should Be Continuous." This was published in the December 25, 1930 issue.

This article contains statements made by forty-four prominent advertisers to the question: What is the real value of continued advertising effort?

Among the advertisers indicating their stand on the question are: Lambert Pharmacal Company, W. A. Sheaffer Pen Company, Bristol-Myers Company, Inc., Eastman Kodak Company, Campbell Soup Company, Coty, Inc., American Chic Company, Life Savers, Inc., and Procter & Gamble Company. —[Ed. PRINTERS' INK.]

Radio Campaign for Carnation Milk

In addition to its usual program of magazine advertising the Carnation Company, Milwaukee, producer of Carnation Milk, will launch a nation-wide radio campaign for 1932. This addition, the company reports, will make 1932 the biggest advertising year in the company's history.

G. LeP. Trench Joins John Colby Goldfarb

Greville Le Poer Trench, who conducted his own art studio at Los Angeles, has joined the staff of John Colby Goldfarb, New York art service and research bureau. He was at one time art director of the Los Angeles office of James Houlihan, Inc., advertising agency.

Appoints Smith, Sturgis & Moore

Intourist, Inc., Russian travel bureau, has appointed Smith, Sturgis & Moore, Inc., New York advertising agency, to direct its magazine and newspaper advertising.

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Here's How Times Have
Changed in PITTSBURGH

FIRST in MEN'S WEAR LINAGE

The Sun-Telegraph, in November, led
the other Pittsburgh evening and
Sunday newspaper with:

32.2% MORE Men's Wear
Store Advertising.

97.4% MORE National Men's
Wear Advertising.

38.0% MORE Total Men's
Wear Advertising.



AUTHORITY—Based on figures by Media
Records, with no alterations of any kind.

THE SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

★ ★ ★ It Takes Penetration to

Superficial Coverage won't
do the job

NATION'S BUSINESS, alone, of
all Business Magazines,
offers PENETRATION

City by city—industry by industry, NATION'S BUSINESS is ready to prove with actual subscriber checks, giving individual names and titles, that its PENETRATION of the business market is economical and adequate. In circulation, in reader regard and in low cost, its leadership is unquestioned.

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Sell the Business Market

IN BUFFALO, for instance:

Among 41 of the 54 leading business establishments of the city, NATION'S BUSINESS has 119 executive subscribers.

That's 76% coverage of firms, and an average of 2.9 officers and directors in each.

That's **PENETRATION**

ION'S
sub-
and
business
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lead-

"meet the folks!"



Wadena, Minnesota



Along 1,300 "Main Streets"
Where 1,682,848 Farm Folks
Do Their Shopping

ASK merchants in any of the small town shopping centers in the Northwest (Minnesota and the Dakotas) where they get the larger part of their trade. They will tell you "from farm folks," whose purchases comprise from 65 to 85 per cent of their total business volume.

Sell your product to this outstanding million and a half market through the advertising pages of **THE FARMER**, which has been a close friend of Northwest farm families for almost 50 years and has a larger circulation (272,000) than any publication of any kind in the territory.

THE FARMER
Farm, Stock & Home

Saint Paul, Minnesota

New York—Midwest Farm Paper Unit, Inc., 250 Park Avenue
Chicago—Midwest Farm Paper Unit, Inc., Daily News Building

Member Standard



Farm Paper Association

Salesmen and Their Automobiles

HOLEPROOF HOSIERY COMPANY, LTD.
LONDON, ONT., CANADA

Editor of PRINTERS' INK:

During the last summer I have read with much interest several discussions you had of the problem of the operation of motor cars by salesmen. We have had a good deal of discussion in our business on this point at various times and I thought I had kept a file of these articles. Someone, apparently, enjoyed reading the file so much that it has now disappeared.

Would you think it too much trouble if we asked you to mail to us whatever clippings you have available of such articles as have appeared within the last year? This service will be much appreciated by us.

Thanking you for this and other services, we are

D. E. MACVANNEL,
Sales Manager.

FROM a matter of experiment and guesswork the operation of salesmen's cars has developed into an almost exact science as fleet operators accumulate data on millions of miles of operation. This is clearly indicated by the trend of discussion in articles on this subject in PRINTERS' INK.

Some general trends are marked.

First, more companies are owning their own fleets, rather than having their salesmen own the cars and charge the companies on a per mile basis. Second, the necessity for complete records of all phases of operation has become more obvious. Third, fleet operators have discovered that they must work out their own data on operating cost instead of depending upon figures furnished by other operators. Fourth, there is a general liberalizing of the attitude toward the matter of repairs, operators realizing that there are certain hazards which cannot be avoided.—[Ed. PRINTERS' INK.]

Death of A. L. Eidemiller

Arthur L. Eidemiller, advertising agent for the Chicago, Milwaukee, St. Paul & Pacific Railroad, died at Chicago last week. Mr. Eidemiller joined the Milwaukee road as traveling passenger agent at St. Paul, Minn., twenty years ago. He was appointed advertising agent in 1921. He was sixty-nine years old at the time of his death.

P. L. Maury, President, Arco Company

Philip L. Maury is now president of the Arco Company, Cleveland, paints and varnishes. S. D. Wise, who has been president, and S. D. Weil, vice-president, have retired.

The new president, Mr. Maury, has been with Valentine & Company, New York, as vice-president. He was formerly vice-president and general sales manager of the Detroit Graphite Company, Detroit, which later was merged with Valentine.

Additional Johnson & Johnson Advertising to Ferry-Hanly

The Hospital and Professional Service Division of Johnson & Johnson, New Brunswick, N. J., has appointed the Ferry-Hanly Advertising Company, New York, to direct its advertising. This appointment is effective January 1, 1932. Hospital and medical journals will be used.

W. C. Gray Leaves Sheaffer Pen

W. C. Gray, for the last four years manager of publicity and sales promotion of the W. A. Sheaffer Pen Company, Fort Madison, Iowa, has resigned. After the first of the year Mr. Gray plans to re-enter the rubber business, with which he was formerly associated.

W. C. Bussing, Advertising Manager, Baltimore "Post"

Wilford C. Bussing has been appointed advertising manager of the Baltimore Post. He has been with various Scripps-Howard Newspapers in the last fifteen years, serving as business manager on several Indiana publications and, later, with the Denver, Colo., Rocky Mountain News.

Harcourt Brace Appointments

John D. Chase, publicity director of Harcourt Brace & Company, New York publishers, will be transferred to California in January where he will act as West Coast editorial, sales and publicity representative of that company. He is succeeded as publicity director at New York by Mary Dupee.

K. B. George Joins "Institution Management"

Kenneth B. George, formerly with the R. H. Donnelley Corporation, and previously with the New York Times, has joined the advertising staff of Institution Management, New York.

Appoints Harvey G. Osborn

On Guard, New York, has appointed Harvey G. Osborn, New York, as its national advertising representative.

Lumber Dealers to Market Trade-Marked Homes

The "First National Home," a Complete Unit, to Be Subject of National Merchandising Program

THE "First National Home"—a trade-marked entity complete from cellar cement to chimney bricks, from architectural design to financing facilities—will be merchandised and advertised on a national scale, beginning with the coming year, by lumber dealers operating in approximately 1,000 markets. Manufacturers of lumber and other materials that enter into small home construction are allied with the plan, which is sponsored by the Associated Leaders of Lumber and Fuel Dealers of America and the affiliated National Homes Finance Corporation.

During the last five years these dealers have been engaged in a progressive program of tying up building materials into one package—the home. Now they feel they are ready to apply the label and market the product as a complete unit of standard, guaranteed quality, using the same creative merchandising and national advertising tactics as does the merchandiser of an automobile or a breakfast food.

The label in this case is a bronze plate which is to be attached permanently to the home. It bears the name "First National Home," which is to be the focal point in the dealer's local advertising and merchandising work, as well as in the national campaign. It also carries a registry number, which refers to plans, specifications and a detailed record of supervision of construction on file at the headquarters office; in addition there appear the names of the lumber dealer, the supervising architect and the contractor.

The national advertising campaign featuring First National



Photograph Courtesy Armstrong Cork Company. Model House at Ardsley, N. Y. Designed and Built by the Homeland Company

Homes is scheduled to begin some time in the spring. The appropriation for the first year will be around \$150,000.

This whole program is designed to meet two fundamental problems of the lumber dealer—and with him the whole construction materials industry—with respect to the small home construction market, which, potentially at least, is important.

The first is the problem of selling to the consumer the idea of owning a home. With this is closely connected the matter of making home owning, as an investment, feasible for the average family.

The second is of selling, through dealer channels, quality materials at a fair price to whatever home building market might be created and whatever one exists. Home

building in the past has been largely conducted by speculative builders and by contractors. The lumber dealer, although a retailer in theory at least, was in many cases merely a wholesaler, selling whatever material he could through the speculative builder or the contractor. And with the latter two in command, most of that selling was on a price basis. The lumber dealer had small contact with the consumer.

The new plan is aimed to place the dealer into direct, creative contact with the consumer. He takes over centralized responsibility for the entire home-building process, providing for the drawing up of plans and specifications, supervision of construction—which is to be carried on by "Certified Builders," guarantee of workmanship and the use of certified materials—to be supplied by the manufacturers participating in the plan—throughout. Thus the factor of uncertainty as to the quality and genuine worth of the home, which is of real and justified existence in the mind of the prospective home owner, is eliminated and a basis of confidence set for selling the home-owning idea.

Also provided for is a factor that is not directly connected with the building and selling of homes, yet is one of the most important elements of the creative merchandising job. That is the matter of adequate financing facilities. The buying of a home is probably the largest single investment that the average family makes—or thinks about making. That part of the project is usually up to the initiative and effort of the prospect himself, and under such conditions the merchandising possibilities of the home as a product are obviously under a tremendous handicap. The merchandising of many products requiring considerably less investment than the home—automobiles, radios, electric refrigerators, washing machines—would be pretty far

A FIRST NATIONAL HOME

REGISTERED HOME NO 12371

CERTIFIED BUILDER JOSEPH FESCO

SUPERVISING ARCHITECT D. NILES SENSHERE

MEMBER ARCHITECTS' SMALL HOUSE SERVICE BUREAU

CERTIFIED MATERIALS FURNISHED BY
CHARLES ROSCOE LUMBER CO

MEMBER ASSOCIATED LEADERS OF LUMBER AND FUEL DEALERS OF AMERICA

A Bronze Plate Is to Be Attached Permanently to Every Home

south today without provision of ready, easily available means to help the prospect finance his purchase.

The financing for First National Homes will be handled through the National Homes Finance Corporation, in which stock is held by the lumber dealers and participating manufacturers. This organization owns the First National Homes trade-mark and will direct the national advertising campaign, the Associated Leaders supervising the application of the merchandising program in the local markets. It makes available facilities for financing the home over a fifteen-year period, giving loans up to 75 per cent of the value of house and lot.

Plan Will Effect Market for Building Materials

In addition to lopping off the first obstacle in merchandising the home-owning idea, by not only providing a loaning facility but materially reducing the initial capital needed, the financing part of the program is expected to have an important effect on the market for quality building materials as such.

As to the details of the dealer's centralized responsibility, the architectural designs and plans will be supervised by the Architect's Small House Service Bureau. The rest, except for the financing, is handled by the dealer through arrangements with various building industry factors in his own community.

Many of the features of the plan as a whole have been developed

and successfully applied by the dealers in their individual markets during the last five years. The first step came in the provision of certified materials, followed by introduction of the unit selling idea. During the last two years the centralized responsibility and financing phases of the program were being introduced and developed. The adoption of the trade-mark and plans for a national campaign, which came at the convention at Chicago recently of the Associated Leaders, represent the final co-ordinating step in the placing of home merchandising on a plane comparable to the national merchandising of less complicated products. The new development also represents the first participation of building material manufacturers in the program.

In its application to the use of products of different manufacturers the plan is selective. In other words, not just one brand of paint, or lumber or shingles will be used for the homes, and the number of manufacturers of any type of product is not limited to one. Fifteen manufacturers, including such companies as the E. L. Bruce Company, Devoe & Raynolds Company, Masonite Corporation, Weatherbest Stained Shingle Company, Marietta Paint & Color Company and others, are at present affiliated with the program.

It is to be noted that the homes to be merchandised are not of any standard design nor of ready-cut materials, the architectural consideration being completely flexible. And the houses need not necessarily be frame, although the sponsors are lumber dealers. They may be brick, stone or stucco or whatever the individual prospect wants.

Merges with Foxboro Company

The Pyrometer Division of the Wilson-Maeulen Company, Inc., has been merged with The Foxboro Company, Foxboro, Mass., manufacturer of controlling, recording and indicating instruments.

The Rockwell Hardness Tester, formerly made by the Wilson-Maeulen Company, will be manufactured and sold hereafter by the Wilson Mechanical Instrument Company, which succeeds the mechanical instrument division of the Wilson-Maeulen Company, continuing with offices at New York.

We're Ticked, Ourselves

WHIP-MIX CORPORATION, INC.
LOUISVILLE, KY.

Editor of PRINTERS' INK:

You have no idea how much we appreciate your December 4 letter. It tickles us to know that you have spent so much time to give us your opinion in the matter of redeemable trade coupons.

We want you to know that we inquired about these coupons at several sources, most of them associations whose chief claim to fame rests on their boast to develop sales. The information they submitted to us was worth about two cents in Confederate coin.

You fellows have the goods and certainly deliver them.

WM. M. SNAWDER,
Sales Manager.

"National Geographic Magazine" Adds to Staff

Earl M. Wilson, formerly manager of the New York office of the Curtis Publishing Company, and, more recently, conducting his own manufacturing business, has joined the *National Geographic Magazine*, with headquarters at Washington, D. C.

L. Rohe Walter, formerly an account executive with The Blackman Company, New York, has joined the advertising staff at that city of the *National Geographic Magazine*.

J. B. Wilson Joins Scripps-Howard

James B. Wilson, formerly with the *Chicago Evening American*, has joined the Chicago office of the Scripps-Howard Newspapers.

Casket Account to Archer

The Crane & Breed Casket Company, Cincinnati, has appointed the Archer Advertising Company, Inc., of that city, to direct its advertising account. A test campaign, using radio and direct mail advertising, will soon start.

Buffalo Agency Changes Name

Burton Bigelow, Inc., Buffalo, N. Y., advertising agency, has changed its name to Bigelow, Bowers and Thompson, the partners being Burton Bigelow, E. L. Bowers and Owen F. Thompson.

Joins Pedlar & Ryan

Arthur E. McElfresh, formerly sales manager of Mandel Brothers and advertising director of Lord & Taylor, New York, has joined Pedlar & Ryan, New York advertising agency.

E. J. McEntee with Hagstrom

E. J. McEntee, formerly with Irving Underhill, Inc., New York photographer, has joined the Hagstrom Company, Inc., commercial photographer of that city, as manager of the photograph department.

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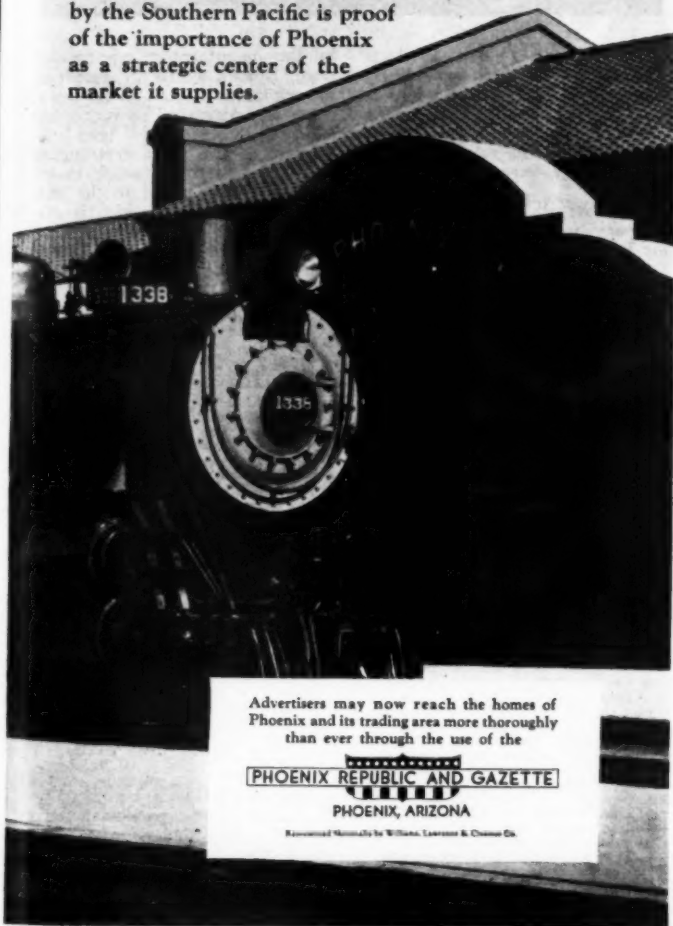
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At the Union Station PHOENIX—ARIZONA

Served by the main line of the Southern Pacific rail-
road, and also by the Santa Fe railroad, Phoenix
is within easy reach from all cities in Arizona and
outside points. The recent expenditure
of \$15,000,000 for improvements
by the Southern Pacific is proof
of the importance of Phoenix
as a strategic center of the
market it supplies.



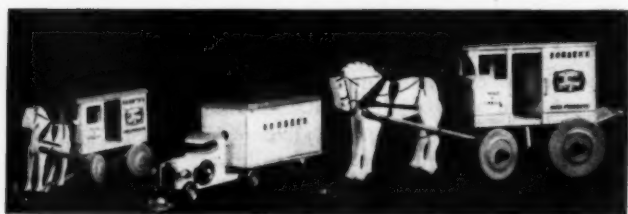
Advertisers may now reach the homes of
Phoenix and its trading area more thoroughly
than ever through the use of the

PHOENIX REPUBLIC AND GAZETTE

PHOENIX, ARIZONA

Reprinted Materially by William Lawrence & Company Co.

Milk Wagons for Christmas



THE Borden Farm Products Company has been exceedingly busy during the last few weeks in spreading Christmas cheer among the youngsters—not forgetting, at the same time, the value of advertising to the parent through the child.

For several years the Borden company has promoted the sale of toy Borden milk wagons. Although the selling of these toys is handled

by the manufacturer who makes them, Borden assists by featuring the miniature wagons in its newspaper advertising. This year a less expensive wagon has been developed, in two sizes, retailing at \$1 and \$3, and a Borden motor truck has been added to the line. The soundness of the idea is evident from the fact that more than 350,000 of these toy wagons and trucks were sold.



Handshake in This Letter

THE big company that welcomes a new stockholder has a problem. How can it make the newcomer feel that he is a member of a business family without being undignified? Here is a letter that puts a real handshake into the process and does other jobs at the same time.

BEST & Co.
NEW YORK

Dear Mr.——:

Let me welcome you to the steadily increasing number of Best & Co. stockholders and remind you:

That a charge account is good in each of our Branches;

That we were established more than a half century ago to outfit babies and children, and have naturally grown with them, so that we now specialize in outfitting the whole family;

That modern methods are good, and so are old and tried standards, (we have them both);

That we believe the thinking public wants style and quality at a fair price, in other words, value;

That a store's ability to sell at reasonable prices depends on its

Cost-Of-Doing-Business, (so far as we have been able to ascertain Best's Cost-Of-Doing-Business is about the lowest in the City, due to the fact that our main store and branches are compact in size, that we have never paid extravagant rents, that our organization is one of workers, selected on merit alone, with no high priced relatives, passengers, or top heavy organization to increase the overhead);

That our advertising claims are marked by "under statement," and not by absurd "claims" and "slogans";

That our basic aim is to conduct our business in the service of the public, our stockholders and employees, so as to create Good-Will;

That economy of quality is the greatest economy of all, and this we offer.

PHILIP LeBOUITILLIER,
President.

The informality, friendliness, information in this particular letter led one stockholder, who owns stock also in ninety-eight other companies, to say that it was the best letter of the sort he had ever received.

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1932

In 1932—goods will move to the consumer through intelligent buying rather than through high-pressure selling.

Prospective purchases will come in for more **family** discussion—which means **evening** discussion. And the Boston Evening Transcript will sit in at the conference. Tomorrow's purchases will be sold tonight.

Buyers will be persons with money to buy. There will be less mortgaging of future income.

Here's your market. Here's your medium.

BOSTON EVENING TRANSCRIPT

Highest ratio of **BUYERS** to readers

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago

San Francisco Los Angeles Seattle

The... FIRST in the minds of DairyE

SUCCESSFUL FARMING'S LEADERSHIP *is in its* READERSHIP.

THE RESULT OF GIVING FARM PEOPLE WHAT THEY NEED AND WANT

Your farm customers in the Heart region are enjoying the most stable cash income of any group of farmers in the United States. They produce more than three-fourths of all the butter and cheese, and half of all the market milk in the entire nation. Their weekly cream checks are like salary checks—their greatest source of cash income is from dairy products. You realize the stability of this cash income when you know that consumption of dairy products is increasing—butter consumption is greater now than ever before in our history. And consider this—the spread between feed costs and the prices the farmer gets for his products is wider than any time during the past 20 years, which means relatively greater profits. Successful Farming gives you an opportunity to tell your selling message to more farmers in the Heart region, the heart of America's dairy industry, than can be reached through any other magazine.

SUCCESSFUL

THE MAGAZINE OF FARM BUSINESS AND

Meredith Publishing Company, Des

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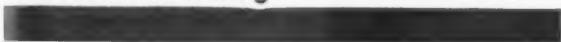
Dairy Equipment Advertisers

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HIP

DAIRY EQUIPMENT

pages of advertising — twelve months of 1931

1. Successful Farming



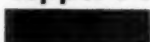
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5. Country Home



.. NOTE ..

If other information furnished you seems inconsistent with this, please note we use the PAGE as the measuring unit (the unit used by advertisers in buying magazine space), and not the AGATE LINE (a mechanical unit).

ULFARMING

BUSINESS AND FARM HOMES

Company Des Moines, Iowa



America's Agricultural Heart ...
the UPPER MISSISSIPPI VALLEY

The Urge to Buy



PURCHASE is preceded by recognition of need, closely followed by desire to possess. Consider then — whence comes the urge to buy?

When Junior, the High School son, scents a family need, his vociferous condemnation of the lack; his constant insistence upon the importance of filling the want; his relentless, aggressive urging for a purchase, fan the flames of family desire, usually resulting in purchase.

Advertisers cannot afford to overlook so prolific a source of "urge to buy." Advertisers cannot afford to overlook that great multitude of High School sons who read **BOYS' LIFE**.

*Herbert C. Shannon, 17 years old, Boy Scout, of Oak Park High School, Ill., is an actual, typical reader of **BOYS' LIFE**.*

BOYS' LIFE

2 PARK AVENUE

NEW YORK

CHICAGO

9 W. WASHINGTON ST.

BOSTON

OLD SOUTH BUILDING

BLANCHARD, NICHOLS, COLEMAN

LOS ANGELES

SAN FRANCISCO

SEATTLE

There's a Style Element, It Seems, Even in Hack Saws

Plus in Product and Package Designs Supplies Sales Hook for Industrial Goods

ONE of the most interesting recent developments in the field of industrial marketing has been the adaptation by industrial concerns of the styling principle in merchandising. Steam-shovel manufacturers are redesigning steam shovel cabs. Hand-shovel manufacturers are featuring the design factors of their products.

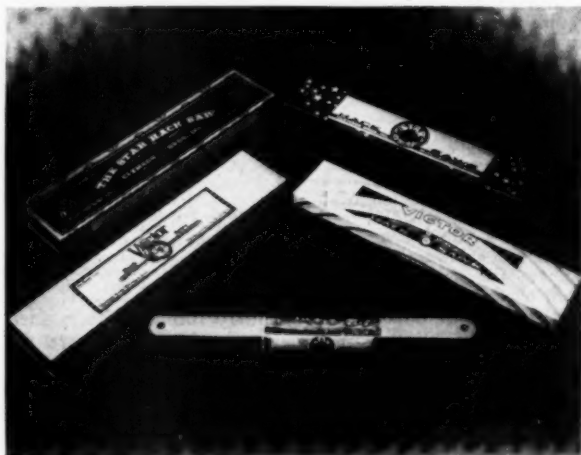
Clemson Brothers, Inc., manufacturer of hack-saw blades, on December 1 introduced a new product, a blade made from Molybdenum steel, a metal new to the hack-saw industry. This material is being used in the manufacture of Victor saws, which are sold exclusively through industrial and mill supply dealers, and Star saws, sold exclusively through the hardware trade.

The chief arguments in favor of the new product is that Molybdenum steel is ideally suited to even

the toughest jobs that face a heavy duty blade. Of great importance in today's market is the fact that the new blades will cost the user about one-half as much as he has been paying for hack-saws in the past.

In introducing the new products the company has not been content to rest its sales efforts solely on these two arguments. It has sought to add as many plusses as can be added in selling an industrial product.

One of these plusses is to be found in an adaptation of the style principle. Some years ago manufacturers of hack-saw blades became interested in some system of identifying their products other than the system of stamping the manufacturer's name in the steel. Various methods of identification had been used; decalcomanias of the trade-mark, colored edges,



On the Left Are the Old Star and Victor Packages—The New Packages Are on the Right—The Blades in Center Foreground Are Blades from One of the Packages—They Are Held Together by a Paper Band

striped sides, and other means.

None of these methods seemed quite satisfactory to Clemson and, therefore, after some investigation, the company discovered a method whereby the whole blade may be given a distinctive metallic color over all. For Star blades a reddish copper color was chosen. Victor blades are colored in gold. On each blade is also a newly designed decalcomania trade-mark. In finishing the blades with the distinctive colors the company has worked out a process of combining a lubricant with the finish.

The advantages of the color are obvious. It gives a ready means of identification both for the company to use in its advertising and sales literature and, also, in the shop where the worker can instantly identify the blade easily.

Once the color had been decided upon, the company set out to redesign the packages in which the blades are shipped. Simple, colorful designs were created for cartons and these designs were carried over to the small paper band that is used to wrap the blades together in the box.

The design factor was carried still further to the direct-mail literature and dealer folders. For instance the folder created for hardware dealers has on its cover a design adapted from the container design used on the Star saw boxes.

How New Packages Were Introduced to Salesmen

Next came the question of introducing the new products to the market. At a sales convention of the Clemson organization in November the salesmen were shown the new blades and packages. Window display ideas were talked over as were other means of pushing the products.

In the December issues of industrial magazines and hardware business papers, first announcements of the new products were made. These announcements, in black and white, were signed by Richard D. Clemson, president of the company. In other advertisements the company used color—showing the blades in

their actual gold or copper color. The advertising emphasis, however, is on the advantages of Molybdenum and the economy possible in using the new blades.

At the same time that the advertising was running, direct-mail broadsides were being sent to industrial users and hardware dealers. They were in color and played up the economy angle and were as carefully styled as the packages, showing the blades in color for quick identification.

The Clemson campaign is an interesting and timely example of the importance of the styling factor in the marketing of even the most prosaic industrial products.

International Shoe Adds Two Lines

The International Shoe Company will manufacture and distribute Queen Quality and Dorothy Dodd Shoes. These lines are to be sold to the retail trade by the Queen Quality Shoe Company and the Dorothy Dodd Shoe Company, both of St. Louis, two newly organized branches of the International Shoe Company, which will be under the general supervision of A. B. Fletcher, a director of the company.

Mr. Fletcher has appointed Thomas F. Byrnes, Jr., sales manager; William P. Byrnes as merchandise manager and John L. Sullivan as stylist. Both Messrs. Byrnes were formerly associated with the Thomas G. Plant Corporation. Mr. Sullivan formerly styled the Boyd-Welsh line.

In acquiring Queen Quality and Dorothy Dodd, the International Shoe Company did not take over the Thomas G. Plant retail stores, which will continue to be operated by the latter from their Boston office.

F. W. Richardson Again Takes Up Publishing

Friend W. Richardson, former Governor of California and formerly owner of the Berkeley, Calif., *Gazette*, has purchased a controlling interest in the Alameda, Calif., *Times-Star*. He will assume active charge.

Harry Tipper Leaves General Motors Export

Harry Tipper, who has been general sales manager of the General Motors Export Corporation since 1925, has resigned. Mr. Tipper was also formerly advertising manager of the Texas Company for a number of years.

Death of R. R. l'Hommedieu

Richard Ralph l'Hommedieu, who operated his own advertising and publicity service in San Francisco, died recently. He was sixty-nine years old.

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Ethics of Health Publicity as It Involves Testimonials

Propriety of Endorsements by Doctors and Nurses Should Be Judged by Effects They Have

By Meta Pennock, A.B.

Editor, *The Trained Nurse and Hospital Review*

THE unexpected pictures of cap and uniform which fill the advertisements in current magazines are sufficient evidence of the rating which health advertisers place upon the nurse's influence with the public. Her definite recommendation is seldom stated in words, but her presence hovers in the background to carry the desired impression.

As a matter of fact, the woman is seldom a nurse—just an attractive model dressed in the uniform—but the public fails to reason this out. By the psychological device which we call *substitution* the emotion which the public feels for the nurse—that combination of respect for her knowledge of health and sanitation and admiration for her spirit of service—is transferred to the product. This is excellent, perhaps, for the panacea advertised, but at times cheapening to the exploited profession.

The nurse may be an advocate of comfortable beds which bring refreshing sleep, of pure cold creams which prevent dermatitis, but she steps out of her professional mantle when she defines comfort as conferred by only one type of bed or purity in cream by only one expensively advertised variety. If the nurse is to serve the public as the interpreter of science she must be looked upon as a person of unbiased opinion whose approval is given only on the basis of merit.

To illustrate the complications which may arise we are appending specific situations:

Example A

In 1927, if our memory serves us, an outstanding figure in the profession of nursing wrote a booklet

Portion of an article, reprinted by special permission, from *The Trained Nurse and Hospital Review*.

outlining a simple procedure in home nursing. The booklet was issued by a company manufacturing one product which might be used in such a procedure. The author made no mention, in the text of her booklet, of the product which paid the expense of the printing, but a line at the bottom of each page set forth one of the advantages of the product manufactured. The author permitted her previous nursing connections to be included under her name. Was this ethical, was this protecting the public?

We would like to add other examples before drawing conclusions.

Example B

At about the same time, one of our outstanding exponents in public health education, a physician and research worker, wrote an introduction to a pamphlet dealing with the history and value of cereals. No specific cereal was mentioned in the text, though a picture of the factory of the company financing the publication appeared as an illustration. Was this ethical, was this protecting the public?

Example C

A physician was called in as consultant by a company manufacturing a breakfast food which is sold nationally. Under his direction the company changed the character of its advertising so that its product fulfilled the health requirements set up as necessary criteria of excellence. In his own practice that physician had observed the results which he advised the company to stress. The advertisements which he supervised and the booklets which he wrote were unsigned. He accepted a consultant's fee for the

knowledge and time which he gave to the project. Was this ethical, was this protecting the public?

Example D

A nurse accepted a prize of money for writing a laudatory testimonial on the clean method in which a certain type of cigarette is wrapped. She did not include her connections, professional or educational, but she did give her address so that former and prospective patients and supporting doctors were able to identify her. Is this ethical, is this protecting the public?

In the case of Example A, we believe that when an authority on a procedure is asked to write a health lesson that person is wisely seizing every opportunity to help the public and should be commended. From the standpoint of psychology, we would consider it better if no mention were made of the product on the pages where the procedure was being described as the line distracts attention and by association implies that the nurse-writer is advocating the use of the product mentioned. It would seem best, in such a case, to print the booklet with an announcement at the beginning or at the end that other booklets might be secured from the _____ Company.

In Case B, where public education was being carried out by the booklet on cereals, the introduction seems valid. In the writer's opinion, the application of the psychological principle of association should have been applied and the drawing of the specific cereal factory omitted. The name at the beginning or the end, would have seemed sufficient.

Ethical to Accept Remuneration

Case C, where remuneration is accepted, is, it seems to us, also quite ethical. The author writing these advertisements wanted to have the public get the right slant on the use of cereals. The time and energy which he had to expend called for remuneration. The fact that his own name was not mentioned in advertisements or booklets obviated the difficulty of in-

volving his university, his medical college or his professional associates in the decision of whether or not he should undertake such a consultant service, and also made it impossible for the public to misjudge his motives, etc.

Should Nurses Endorse Smoking?

Example D is the most difficult to estimate by the measuring rod of "Was this protecting the public?" Those who believe that smoking is a vicious health habit which should not be countenanced by a health worker, feel that the nurse who tacitly sanctions the use of cigarettes is not protecting the public. Moreover, they feel that in signing herself as a nurse she brings the whole profession of nursing under the indictment. The fact that she signed her name, these debaters argue, may mean that some doctors and patients who disagree with her on this point may lose faith in her good judgment on points which involve the skilful practice of nursing. On the other hand, those who believe that smoking, in moderation, is a harmless social custom which promotes good fellowship and, on occasion, provides a mild form of stimulus, are less shocked by the action of the nurse. They see chiefly her good sense in showing smokers how to avoid possible infection.

The situations presented show the diversity of approach to this question of ethics—as a moral duty in relation to our own conduct or in relation to the effect it may have upon others. For example, a doctor who has made a careful test of his patient's intestinal tract, might decide that the degree of alkalinity or acidity, or the variety of intestinal flora, indicated the use of a specific medicine. Quite correct as a moral duty toward the patient whose condition he has diagnosed; but what of the effect of spreading such a fact over the pages of the daily newspaper where those who are suffering from undiagnosed peptic ulcer, from intussusception, cancer, etc., may seize upon it as the cure for their symptoms.

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If Economists Can Have Plans, So Can Clock Makers

Mr. Whitehead Submits Idea for New Economic Set-Up That He Thinks
Ought to Work

WITH economic plans for business stabilization now so numerous that comparison charts are being issued about them, it is only fair that a business man should have a plan of his own. R. H. Whitehead, president of the New Haven Clock Company, has a plan for a fact-finding organization included among its members and councilors for each industry obtained from outside the ranks of that industry.

The thought back of this idea is to bring into each industry a new outside viewpoint and to render constructive service. As Mr. Whitehead describes his choice:

"Because of his independence he will be in a position to obtain facts that members of the given industry would not divulge to each other. By helpful contacts with management in the particular industry and by having the advantage of being in unbiased possession of the facts, the councilor would do much to bring about better conditions in many industries. In cases of failure the councilor would at least be in a position of knowing the facts and having the reasons for failure to obtain a desirable result. If the council as a whole could not obtain a desirable result, it could request additional legislation and powers, or ask for the modification of existing legislation. It would be the proper agency to consider industrial plans and to put any approved plan or proposal into effect."

Each Industry Is a National Asset

It is the Whitehead idea that each industry is a national asset and that the nation has a preferred interest in such industries. Unless industry as a whole can adjust itself to the proper employment of our industrial population it can never sell that industrial population sufficient goods to keep its own wheels going. With no throttle on

such cut-throat competition in these times and undue expansion in times of inflation, the industrial system needs laws set up by itself for its own benefit. Mr. Whitehead, realizing fully the difficulties of the program he suggests, wants to create a council to consider the problem of setting up such regular laws by bringing the outside viewpoint to each industry. He dramatically states his premise in this way:

"The free functioning of the law of supply and demand coupled with the law of the jungle in depression and rapaciousness in times of inflation, will alone, and uncontrolled, eventually result in national disaster."

Not a Job for Trade Associations

This clock manufacturer realizes that trade associations in industry establish codes of ethics which everyone subscribes to, but to which few conscientiously adhere. All businesses recognize the advantages of co-operative effort but few are willing to sacrifice much to bring it about. To that end he suggests the necessity of outside leadership, men to serve on such a proposed council would perform "an unselfish and patriotic duty and it is recognized that the success of the plan depends on capable patriotically inspired industrial leaders, backed by a wealth of experience, being willing to give of their time."

With this sort of a background Mr. Whitehead makes the following specific suggestions:

1. That for each industry the President ask some recognized leader in an outside non-competitive industrial group to act as consultant and councilor for the particular industry.

2. That surveys be made and furnished this councilor as to the results of the particular industry and its members, that the consul-

tant contact all Government departments including internal revenue, commerce, tariff, labor, etc., and obtain all the available facts.

3. Next, that he contact the individual members of the industry so that he becomes possessed of further facts and a knowledge of the personnel and the needs of the particular industry he represents.

4. The consultant with his broad experience and unbiased viewpoint, unhampered by too close an association with the industry, would then be in a position to make recommendations and to assist in organizing the industry as a group, if no trade association exists. He would use his influence to strengthen existing trade associations.

5. It would be the aim of the councilor, after becoming possessed of all the facts, to exert a personal helpful effort to bring about every possible degree of co-operation and sound policies in the particular industry, including the elimination of unfair trade practices.

6. In event of his being unable to bring about constructive co-operation he would at least be in possession of the facts and the reasons why co-operation could not be obtained; these to be referred to and considered by the council as a whole.

7. As a group the council would devise, recommend and consider legislation or modifications of existing legislation and means to bring about the result sought for.

8. The council would give articulation to industry as a whole in an unbiased manner and would be able to back their recommendations with facts, not merely opinions. They would, properly co-ordinated, exercise an influence for co-operation in industry, and, backed by the proper legislation, they would be able to achieve co-ordination and co-operation in the entire industrial fabric of the nation.

9. It is the purpose to make the council not only advisory but flexible, so that it could adapt itself to carry out any general industrial proposal adopted.

This idea of setting up not a supreme economic council with dictatorial powers such as have

been suggested by other individuals and groups, but a different sort of council in an advisory capacity which could get at the facts, seems worthy of attention along with the other more ambitious plans.

Heads Printing Industries Division

George C. Van Vechten, superintendent of the Stecher Lithograph Company, Rochester, N. Y., has been named chairman of the Printing Industries Division of The American Society of Mechanical Engineers. He succeeds Arthur C. Jewett, director of the College of Industries, Carnegie Institute of Technology.

Edward Pierce Hulse, printing engineer, New York, was named secretary, succeeding Walter E. Wines, manager of the mechanical department, American Newspaper Publishers Association. Floyd E. Wilder, mechanical research, Hearst Publications, New York, was elected to the five-year term on the executive committee, succeeding Frederick M. Feiker, Department of Commerce, Washington, D. C.

Geyer Agency Adds to Staff

H. Glen Jocelyn has joined The Geyer Company, Inc., advertising agency, at New York, as an account executive. He was formerly a member of the copy staff of the Newell-Emmett Company, New York, and the Ralph H. Jones Company, Cleveland.

Robert C. Dillon, recently with the Federal Advertising Agency, New York, has also joined the Geyer agency at New York, as an account executive.

Miss Catherine Cleary, formerly fashion editor for the Clarke, Wolfe Fashion Organization, has been appointed stylist for the agency.

Wilson Line to Guenther-Law

Wilson Line, Inc., passenger and freight transportation, Philadelphia, Wilmington, Baltimore and Washington, has appointed the Philadelphia office of Rudolph Guenther-Russell Law, advertising agency, to direct its advertising. Newspaper, outdoor and direct-mail advertising will be used.

Appoints Allen-Klapp

The Macomb, Ill., *Journal* has appointed The Allen-Klapp Company, publishers' representative, as its advertising representative in both Eastern and Western territory.

Joins King & Wiley Agency

Mrs. A. E. Hughes has been added to the staff of King & Wiley & Company, Cleveland advertising agency, as a continuity writer.

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Building PRESTIGE and GOODWILL

THE National Spelling Bee



MORE than 400,000 children were enrolled in the Kentucky State and the Southern Indiana Spelling Bees. In the finals 104 boys and girls, representing 102 Kentucky counties or their



KENTUCKIANA

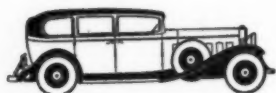
The Greater Louisville Market, which includes practically all of Kentucky and a large portion of Southern Indiana, can be effectively reached and sold at one low cost thru these papers alone.

principal cities, met to decide the State championship. Likewise 48 boys and girls from 24 Southern Indiana counties and their principal cities met to decide the championship of their section. The victors in these final contests were sent to The National Spelling Bee in Washington by—

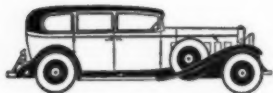
THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc. Audit Bureau of Circulations
REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

... 1931 "SUCCESS STORIES"



Cadillac-LaSalle
goes ahead in
*Philadelphia**



{ *★ Back of Cadillac-La Salle's sales increase — and the other successes to be brought to the advertisers' attention in this series—is an amazing story. Every manufacturer selling in this market should hear it before another advertising dollar is spent in Philadelphia.* }

CURTIS-MARTIN NEWSPAPERS, INC. . . DEPT

PUBLIC  **LEDGER** *the 3*

MORNING

EVENING

SUNDAY

MORNING

ORIES

THE PHILADELPHIA MARKET . . .

DURING the first nine months of 1931 Cadillac-La Salle sold 38.8% of all high-priced cars purchased in Philadelphia, as against 31.6% for 1930—an improvement of position in its price field of 7.2%.

During the first nine months of 1931 Cadillac-La Salle used 70.6% of all its Philadelphia advertising in the Curtis-Martin Newspapers.

. . . DEPENDENCE SQUARE, PHILADELPHIA

ROGER The Philadelphia Inquirer

SUNDAY

MORNING

SUNDAY

Radio Commission on Listeners' Rights

PUTTING the problem of radio advertising squarely up to the broadcasters themselves, the Federal Radio Commission, in a statement issued early this week, recommended a more thorough study of the Code of Ethics adopted by the National Association of Broadcasters. It called particular attention to the responsibility of the station for the type of advertising that it allows to go out over its wavelength and indicated that a growth of fraudulent or unethical advertising may lead to legislative action.

Part of the Commission's statement follows:

There are 123,000,000 people in the United States wholly dependent upon those few persons (radio broadcasters) for their radio entertainment. Their rights in this new art cannot be denied. And if their share of this form of entertainment can be received only at the expense of advertising statements or claims which are false, deceptive or exaggerated, or at the expense of programs which contain matter which would be commonly regarded as offensive to persons of recognized types of political, social and religious belief then they are justified in demanding a change in the system.

The good-will of the listener is the station's only asset, and, therefore, this problem first should rest with the licensees of stations. The problem should not be taken out of their hands until they have had full opportunity to make the necessary corrections.

If they decline the opportunity, or seizing it, fail, the matter should be treated with proper legislation. As an aid and a guide in the matter, the Commission commends to the licensee of each radio broadcasting station for his most serious consideration the following code of ethics which has been adopted by the National Association of Broadcasters.

1. Recognizing that the radio audience includes persons of all ages and all types of political, so-

cial and religious belief, every broadcaster will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a broadcaster are used by others than the owner, the broadcaster shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or organization may gain access to the radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast.

4. Every broadcaster shall exercise great caution in accepting any advertising matter regarding products or services which may be injurious to health.

5. No broadcaster shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

6. Every broadcaster shall strictly follow the provisions of the Radio Act of 1927 regarding the clear identification of sponsored or paid-for material.

7. Care shall be taken to prevent the broadcasting of statements derogatory to other stations, to individuals, or to competing products or services, except where the law specifically provides that the station has no right of censorship.

8. Where charges of violation of any article of the Code of Ethics of The National Association of Broadcasters are filed in writing with the managing director, the board of directors shall investigate such charges and notify the station of its findings.

San Francisco "Examiner" Appoints W. J. Daly

William J. Daly has been appointed manager of the general advertising department of the *San Francisco Examiner*. He has been a member of the Hearst Organization for many years. Beginning on the general advertising staff of the *Chicago Herald and Examiner*, he was later transferred to New York as its representative. Subsequently he became associated with the New York office of W. W. Chew, Eastern representative of the *San Francisco Examiner*.

For the last two years Mr. Daly has served on the staff of the Rodney E. Boone Organization in New York.

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As a Job Hunter Writeth in His Letter, So Is He

Editor of PRINTERS' INK:

Can you answer this question? I have on my desk more than eighty letters from men who replied to an advertisement we published recently for a man to fill a vacancy on the staff of our agency. Most of these applicants don't deserve employment. They fail to furnish the information requested in the advertisement. Many write carelessly. Few write letters which click. Have you heard other advertisers also suggest that some men who write in to sell an interview, prove by their own letters they are not qualified for the job?

J. C. B.

WE certainly have. For some reason letters that click, few enough even in good times, seem to become even fewer when jobs are scarce.

One other agency advertiser told us that only three out of ninety-eight letters secured the interview that all of them sought. One of the principal duties of the sales executive this man was seeking, was the ability to handle correspondence intelligently. Almost fifty men ruled themselves out at the start by hurriedly written notes or carelessly composed letters.

Almost twenty more eliminated themselves from consideration by ignoring two simple requests made in the copy for past experience in detail, and salary expected.

They tried to rest their case until the interview (which they never secured), did not even mention the questions, or gave an evasive reply.

If a man can't obey orders before he is hired, he is a failure before he starts—if he starts.

Some sent carbons instead of originally typed letters, some wrote scrawlingly in long hand, only four out of ninety-eight thought that a photograph would be a help to the man making a decision. Some blatantly boasted of their ability, or made an inane remark in their letter such as "I shall appreciate an interview at your earliest convenience and go into details at that time."

The man who sits down before eighty or 100 letters to pick six or

seven men to interview for a job is certainly entitled to a better break than the vast army looking for work is now giving him.

Just in case some of the men who answer advertisements really want a job, here are a few simple suggestions:

1. Read the advertiser's copy carefully.

2. Answer his advertisement—all of it.

3. Write a simple, direct and convincing letter—typed, if possible.

4. If the writer has had no experience in the line, let him say so frankly and not try to bluff or evade.

5. Tell the advertiser all he wants to know. If a photograph is sent, write a reason for sending it in simple words.

6. When stating age, let the writer say 22 or 43 without trying to sell either "militant youth" or "the matured judgment and experience of a man in the prime of life."

7. Let the seeker write good English, do some paragraphing, look up the spelling of any words which are doubtful. Let him sign his name, give address and telephone number.

If these few rules seem simple, obvious and unnecessary, ask any man who has advertised recently to get a man, how many out of 100 observe them or any four of them.

—[Ed. PRINTERS' INK.]

R. F. Yambert Joins Graphic Arts Photo

Ralph F. Yambert, space buyer and production manager of the San Francisco office of Emil Brisacher & Staff, advertising agency, has joined the sales staff of the Graphic Arts Photo & Color Plate Company, of that city.

P. A. Phillips with Lexington Hotel

P. A. Phillips, for the last ten years in charge of advertising and publicity of the Turner Construction Company, New York, has joined The Lexington Hotel, of that city, as promotion manager.

Showing Indoor Girls How They Can Have Outdoor Complexions

How a New Product, in Highly Competitive Cosmetic Field, Quickly Established Itself

THROUGH a policy of testing, a product that is not yet four years old and which is one of ninety-three standard brands in its field has won a secure place. One investigation by an impartial authority reports it jumped from eleventh place in 1930 to seventh place in 1931.

It is Outdoor Girl face powder, made by the Crystal Chemical Company, New York. At one time the company produced a long line of pharmaceutical products. Many of the weak sisters were weeded out and the company concentrated on its Z. B. T. baby talcum. It continued to produce cosmetics for several private brand distributors until the decision was made to bring out its own branded face powder.

The company worked out a for-

mula which had olive oil as its base. The formula patented, steps were taken to decide upon a brand name and distribution methods. Meantime the market had been studied. Instead of following custom, the company determined to blaze its own trail and avoid everything that connoted a French atmosphere. For a name, Outdoor Girl was chosen; for a market, girls in business, on Main Street and those who lived in the Bronx. Pass up the elite, talk right to the mass market, was and is the company's policy.

This was in 1928. Since that time the company has consistently refrained from the use of any French expression in its copy.

Extensive sampling introduced Outdoor Girl. Literally a million packages were distributed at places where the masses congregate, at subway station entrances, outside of motion picture houses, and at bathing beaches. These brought the women to the drug stores and distribution in the New York area was quickly established. Advertising first appeared in the spring of 1929. The so-called sun-tan vogue was then flourishing and the company capitalized on this fashion. Copy mentioned Lido, a new sun-tan shade, stressed the out-of-doors appeal.

Matters went along so smoothly in the New York market that similar plans were put into operation in Chicago where arrangements were made with a selling agency. Results were satisfactory and, before the end of 1929,

BE "OUTDOORS" IN THE RADIANCE OF YOUR SKIN



Join the thousands of other women who have discovered this wonder powder for the face—made in Lido, the new sun-blend tint, and giving you at once the charm and radiance of the modern outdoor girl.

"Riding used to play havoc with my complexion. The sun, wind and dust dried my skin and made it coarse and ugly. Since discovering OUTDOOR GIRL, I don't have to worry. It's a wonderful protective against sun-burn and exposure."

Kay Halperin
Hotel Plaza, New York

A new type of complexion for the modern woman—a radiant sun-tanned "outdoor" look that says Palm

Out-of-Doors Dominated Early Appeal. Testing Changed This, as the Next Page Will Show

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the promotion plan was operating in forty-two cities.

Then came a hitch. The company found it had over-extended itself. There was no adequate sales force to follow it up. Dealers flashed on the initial advertising and the response to sampling. With insufficient sales contact, their interest petered out. The company called a halt, went into an executive huddle and finally concluded that it would get down to its real story, the beneficial effects of olive oil as a beauty aid and the importance of olive oil as an Outdoor Girl ingredient. This was the theme stressed in copy during 1930.

Having learned one lesson, the company then determined to keep its pulse on the buying preferences of its public. Its first survey revealed that many women associated olive oil with a heavy, greasy substance, that no small portion of the market numbered women whose skins had sufficient natural oil content. For these women there was developed Lightex, a special Outdoor Girl powder. Henceforth copy featured the two grades.

In the fall of 1930 a second survey was conducted. This revealed that previous advertising had won customers but that, with the approach of cooler weather and lessened outdoor life, the product was being used less. Stress on the outdoor appeal had persuaded women that the product was essentially an outdoor preparation. Copy was prepared to meet this situation. Two headlines from the early winter series will indicate what was done: "The glowing beauty of outdoors may be yours even under ballroom lights." and "Be smart indoors with a radiant outdoor skin."

As the season progressed, the appeal was brought down to specific cases. For example, girls working in offices were specifically addressed. Text and illustration are inferred in the headline: "Jane glimpses the sun from a skyscraper, yet she has a radiant outdoor com-

•NOW NIPPED BY *Frost*
•NOW PARCHED BY *Heat*



Complexions
need protection
against BOTH Extremes of Winter

Indoor Girl, Outdoor Girl, Winter as Well as Summer, Two Packages and a Line of Related Products, All Testing's Contribution to Full-Rounded Appeal

plexion." Women were quick to see the point that indoor girls could have outdoor complexions and winter use of the product increased.

Sampling was found to be a most expensive form of sales promotion. This fact led to the creation of a special ten-cent line for distribution through five-and-ten-cent chains. The idea was to make sampling pay for itself. Copy explained that "acquaintance packages" were obtainable at chains, with larger and more economical sizes, priced from 35 cents to a dollar, obtainable at drug and department stores.

In the spring of 1931 a study

was made for summer copy. Investigation among consumers showed that while girls chose their powder to suit their individual complexions, a dominating influence was the use of face powder to protect the skin. The sun-tan vogue had run its course and the information obtained in the survey brought Outdoor Girl's appeal back to emphasis on its olive oil base. Outdoor Girl not only brings beauty, readers were told, but it also *protects* the beauty you already have. "Before you go out, use Outdoor Girl and laugh at the terror of the sun," epitomizes the appeal.

Between 1929 and 1931, the company had consolidated its sales effort. It had obtained national distribution as the ten-cent line spread through the country. It had built up a sales organization. Weaknesses that handicapped the earlier attempt to cover a national market, had been eliminated. Advertising, previously limited to newspapers and business papers, was broadened. Magazines with mass circulation were added to the schedule.

Current advertising is based on a survey, which described in detail, shows how testing is done. The popular type of testing is to run different copy in selected cities and gauge the most effective on the basis of comparative results. This method would have been all right except that one can't run winter copy in June, when the winter campaign was being planned. The company couldn't wait for a snap of cold weather so it went ahead with a winter testing campaign in summer.

Opinions of Unmarried Women Were Sought

Actual layouts of eight advertisements, complete in illustrations and headline, were prepared. These were mounted on one sheet. They were sent out to a list of 2,500 unmarried women readers of the publications to be used. An accompanying letterhead bore the name and address of a woman, whose business was described as market analyst. She is a member of the Outdoor Girl staff. Those getting the letter were asked to state which advertisements inter-

ested them most. Spaces were provided for listing in order of preference.

There were three copy angles represented in the eight advertisements. Tabulation of returns quickly made apparent what angle was most popular. Strongest appeal indicated, it was a simple matter to build up other advertisements on this appeal which concerned contrasting illustrations of the sudden shifts which the skin must undergo in passing from the cold and inclement weather to the dry, hot air of heated indoors.

How the Surveys Are Made

Other surveys have been conducted on similar lines with the questionnaire method as the base. Sometimes the company sends out its own representatives for interviewing work, or it gets the help of newspapers, or it has co-operation from magazines in getting names for mailing purposes.

Returns from a survey are now being analyzed to settle a question which is not taken seriously but which concerns a change that would bring about a major revision of policy. The company has entered the English market, has obtained distribution for its ten-cent line in chain merchandise and drug stores. It is doing a good business, so good in fact that, coupled up with volume through chains in America, the suggestion has been made that it concentrate entirely on the ten-cent market instead of using it as a stepping-stone to larger size units. While the suggestion isn't believed feasible, surveys have proved wrong so many cases which appeared to be sound, that a study is being made to see what the buying sentiment really is.

Survey and testing have guided the company's marketing policies at every step. Advertising expenditures are based upon a ratio of 20 per cent to sales. That the 1929 appropriation was doubled in 1930 and will be tripled in 1932, indicates the trend of the sales curve and is testimony to the value of knowing your product and the pulling power of your advertising.

A great new value in quality circulation

CHILD LIFE RATES DOWN 20% to 33 $\frac{1}{3}$ %

NOTE WHAT CHILD LIFE HAS DONE

	FORMER RATE	NEW RATE <i>Effective March 1932 issue</i>
Per agate line—less than column	\$2.25	\$1.80
Per agate line—over column	1.87	1.50
$\frac{1}{2}$ Page (70 agate lines)	133.50	106.75
One-quarter page	200.00	160.00
One-third page	267.00	213.50
One-half page	400.00	320.00
Two-thirds page	533.00	427.00
One page	800.00	640.00
Inside page in Black and two colors	1000.00	720.00
2nd, 3rd and 4th Cover—4 colors	1500.00	1000.00
2nd and 3rd Cover—Black	1000.00	800.00
<i>Special Publisher Rates, also Schools, Camps on application.</i>		

● Child Life will continue to select highest quality circulation—will sell on newsstands in 1932 at 35 cents the copy. 160,000 circulation for the new year is guaranteed.

To most advertisers Child Life will thus cost less than \$4 per

thousand. It becomes one of the great new advertising values—the values needed to make sales at a profit in 1932. Investigate the Child Life market. Write E. EVALYN GRUMBINE, Advertising Director, 536 S. Clark St., Chicago. New York Office: 270 Madison Ave.

CHILD LIFE

RAND McNALLY & COMPANY, Publishers

Step Up the Power of Your Advertising Campaign!



**Hook a BALLYHOO Supercharger
to Your Selling Motor!**



***Y**OU create window displays and counter cards to tie up with your advertising campaign . . . you arm salesmen with elaborate advance proofs to be shown jobbers and dealers . . . you even ask radio listeners to read your ads. Your campaign represents a considerable investment, and you merchandise it in every possible way to heighten its effectiveness and increase its results. Now comes a new idea for getting even more value out of thoroughly-planned advertising campaigns.*



TODAY, keen, alert advertisers are finding in BALLYHOO a powerful new method for merchandising their advertising—not only to salesmen and dealers but to consumers!

BALLYHOO makes your campaign more effective because it actually causes more people to read your copy in other media! Readers write us com-

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plaining good naturedly that we are compelling them to examine the serious advertising in other magazines so that they may better understand the point of the burlesque advertisements in BALLYHOO!

BALLYHOO, you see, isn't just another name for the media list. Charge it up to merchandising! It not only has individual advertising merit—but it's working for your entire campaign . . . it's increasing the number of readers of any other advertising you do from magazines to catalogs, by making people want to see that advertising . . . it's bringing the buyer out of his shell of apathy and giving him a fresh point of view . . . it's peppering up your whole sales organization.

It belongs in your 1932 selling plans!

BALLYHOO

100 FIFTH AVE.

NEW YORK

June-to-Christmas Display Idea Boosts Gift Goods Sales

How the Robeson Rochester Company, by Obvious Merchandising, Makes
Holiday Trade Start in Summer

By Robert D. Price

Vice-President, Robeson Rochester Company

UNDER existing trade conditions, we probably could not have stirred dealers during the summer and fall months to sell our electric appliances had we not made available to them what has proved to be an unusual display stand. But, by offering our retailers a June-to-Christmas merchandising idea, we aroused their interest in our products, made it easy for them to display our line, and brought ourselves a good volume of business at a time when general sales in our industry fell off.

Several factors contributed to the development of our idea. Among these was the celebration this year of our fiftieth anniversary. We wanted something special to offer for the occasion. Another was the existing plight of the electrical, hardware and radio retailers who needed, more than anything else we could think of, some active merchandising help. Without such aid from the manufacturer, we could not see how they could even be expected to buy any merchandise. It was obviously up to us to find a simple, effective sales idea that would enable them to move goods.

Small Investment Item Was Needed

Much of the difficulty facing these dealers, it seemed to us, was to find a small investment item with quick turnover. Much of their stock not only involved heavy investment but also took considerable time to bring their money back. If we could provide something that cost little to take on originally and which later would move comparatively quickly we could, we felt, do a good deal of business with all these dealers despite generally unfavorable conditions.

The net of our planning was a display stand. This, made of oak with tangerine background to harmonize with the average store's surroundings, took only a floor space of thirty-two by eighty-four inches. It was thirty-five inches high, and with adequate shelving space in the rear for reserve stock it served as an effective sales unit.

A Complete Sales Unit

By placing on it twenty-one of our products, the stand became a complete sales unit. Self-contained, it took little space in the store and it provided the dealer with ample variety of our appliances to meet average consumer calls. All the dealer needed to do to keep it up to date was to let his jobber's salesman, or our salesman who was helping the jobber's man, replace items as they sold themselves.

The second point was that of offering this stand and its merchandise to the dealer on easy terms. Our offer in May was this: The dealer was to pay a total of \$196.12 for both merchandise and stand. At this figure, the stand was provided free. The resale price of the merchandise in the unit was \$300.60, and the dealer's profit therefore was \$104.48—a good profit indeed. On June 10 and every tenth of the month thereafter, the retailer would pay \$20. On December 26, the day after Christmas, he would pay the balance of \$56.12.

Our basic thought in this arrangement was practical. Any dealer ought—if the stand were worth anything to him at all—to be able to sell \$20 worth of merchandise each month until the holiday season. At that time, when his business should be at its best, he should easily be able to pay off the



This Display Stand Covers a Floor Space of Thirty-two by Eighty-four Inches. It Is Thirty-five Inches High with Shelf Space in Rear for Reserve Stock

balance. Meanwhile, all profit above the \$20 monthly payment would stimulate him to greater interest in our merchandise.

The third point in our program, and certainly a most important one, was to include in the displayed merchandise only the very best items in our line and constantly to replace these items with the newest coming from our plant. We are sure that the greatest mistake anyone could make with an idea of this sort is to think of it as a means to work off old merchandise.

The company comparatively quickly sold 600 of the stands, placing them through the jobber on a basis which provided him with a liberal profit for handling the display. Department stores such as Wanamaker's, McCreery's, Eiband's and Loeser's featured the display. It was found, however, that the investment, though small, was not small enough for many desirable retailers.

We therefore made up another unit whose stand, worth \$10, held ten appliances—percolators, urn sets, waffle irons and toasters—which was offered at a net cost of \$76.30.

The profit offered the dealer in this case was \$41.05. And for this

investment of \$76.30, which included the very best of the company's appliances, the dealer had nothing to pay until November 10, when he was to pay \$20 and another \$20 a month later. And on December 26, when he had completed his Christmas sales, he would clear the balance of \$36.30.

In selling the display stand plan to the trade, we emphasized the need of the dealer to find items of moderately ready sale and of low investment. We also made clear how well the stand would take care of itself. For each place on the stand carried a label giving the name and number of the item that should be there. This tagging served a double purpose. If the dealer himself forgot which appliance belonged in a particular place, the label would tell him.

We have had an astonishingly large number of letters from the trade about the acceptance and use of this display stand plan. It brought business to retailers and to jobbers during summer months when they had not looked for much activity, and it increased their fall sales. For us it has stimulated business, too. And in addition it has placed for us in hundreds of stores all over the country a sturdy display stand.

Tact Makes Know-It-All Salesman Really Study His Job

And When You Get This Sort of Combination You Have a Wheel-Horse for Organized Selling

By David R. Osborne

Training Director, The Studebaker Sales Corporation of America

THERE are four types of salesmen.

The "A" salesman is the man who wants to get ahead and is willing to do the things that are necessary in order to make the grade—including working under instructions and making a sincere effort to get the greatest possible results from his time and efforts.

The "B" salesman is a little lacking, both in his attitude and his ability, but has possibilities and is worth working with.

"C" Salesmen Should Be Doing Something Else

The "C" salesman is the man who doesn't do anything right and who doesn't make a living. He is the man who should be doing something else.

The "D" salesman works on a hit-or-miss basis, is probably careless of his personal appearance and is known as "hard to handle." But he sells more than anyone else in the organization, and he gets his business on a profitable basis.

To the sales manager this "D" man is often a problem—not on account of his own production, but because of his influence on others. Obviously, most sales managers will continue just to let him alone, but here and there is a manager who recognizes the importance of having this man work along the planned lines and under the same sort of control as that to which the "A" salesman submits willingly, enthusiastically—and profitably.

Careful study of the individual "D" salesman nearly always reveals the fact that the real reason for his attitude is that he is, unconsciously, trying to avoid the chore of studying his job. And sometimes even the sales manager rationalizes his blindness to the

need for training his men in the fundamentals of selling, because he doesn't like to face the task of patient supervision.

Like the rest of human kind—99 44/100 Ivory Soap per cent—he likes to kid himself into a sincere belief that the things he wants to do are the things he should do, and that there is some awfully good reason why he should *not* do those things that appear to be difficult or unpleasant.

The vice-president of one of the large insurance companies, an authority on training salesmen, was talking to the writer recently about the special problems involved in getting the co-operation of the "know-it-all."

"This sort of man can often be made a wheel-horse for organized selling when he is handled right," said he. "Handling him 'right' consists largely in selling him on the idea that he doesn't need to be told anything, but that he can help the sales manager."

"I have never seen a case where it was good business to humiliate the cocky, experienced man by letting him think that the sales manager was trying to teach him something."

Getting Him to Use Standard Presentation

"What I say to him is something like this: 'If I could just convince these less experienced men, who are starting right where you left off long ago, that you are in sympathy with this thing of organized selling, it would help me a lot.'"

"Then, I try to get him to use just one or two standard presentations for two or three weeks, so that he will be in a position to help me out by telling the other men at one of the sales meetings how these

presentations work. Almost invariably he finds this experience with organized selling so successful that he asks for more of his own accord. By reason of the flank attack he sees that planned selling is simply common sense that works by rule instead of haphazardly—and once he thoroughly converts himself he is one of the biggest assets the sales manager can have."

How One Top-Notch Man Was Handled

A Studebaker sales manager followed this same plan with a top-notch salesman who was inclined to take the position that he would work in his own way.

The sales manager said to him something like this: "I had been studying your work before I employed you, and I want you, as a new man, to help me show up some of these experienced salesmen on our force."

"What I want you to do first is to take the sales course and the sales portfolio and study them like you never studied anything before."

"Then I will work with you for several weeks until you get the plan down pat and know it backward."

"There is no doubt in my mind but that, with your experience, plus this simple method of organizing your presentation, you can be right at the head of the sales force in a very short while."

"Then, at one of the weekly meetings I am going to ask how you did it, and I want you to give these other birds the works on the proper use of an organized sales talk."

The new salesman fell in with the suggestion and in about six weeks he was called on to explain how he worked. The potential Bolshevik had been converted into a bell-wether. With this leverage the other men in the organization were interested and now that city has a sales force of consistently high-average producers—and the sales manager claims that his men know more about doing a good job of planned selling than any other similar group.

The uniformity of their production indicates he isn't far wrong.

The writer has had similar experiences with many salesmen. One horrible example was a dyed-in-the-wool Bolshevik who didn't care who knew it. He was the only experienced man in a crew of juniors.

He held his nose and shouted the blighting cry of "theory" every time the sales course was mentioned and loudly proclaimed his judgment that the sales portfolio was "a lotta hooley."

One day I took him aside and said something like this: "I realize that you have forgotten more than most of these men ever knew about selling, but they are so new that they will have to get some sort of ground work to begin on, and I wish you would help me out by acting as my assistant for a while."

"In order to get this across, of course, it will be necessary for you to act as if you were in perfect harmony with the whole thing. Of course, it will be necessary for you to try to apply these suggestions in your own work, so that you can tell the other men how they worked out."

The long and the short of it was that this man dug in in earnest and in about a week he came back with a new point of view—and within two months was getting three times the sales that he had obtained previously.

Many sales managers have used another plan which often proves effective in bringing the "D" salesman onto the side of planned selling.

Matching Old Man Against a New Man

This plan is to seek an opportunity to match the intractable old-timer against an "A" salesman—usually a new man who is getting good production on a planned basis.

If defeated, the older man will usually claim that the other fellow had some advantage in his contacts, or will bring up some other excuse to save his humiliation—but very many times he will also be found coming around to the side door and asking how it is done. Or his influence against the elimination of

hit-or-miss methods will at least have been greatly reduced.

When the staff Bolshevik capitulates, it's a great day for the sales manager!

For the improvement in the production of such a man is, of course, only a small part of the value of bringing him into camp. The important thing is the effect on the other salesmen.

Tell More—Sell More

DIRECT-MAIL copy should be long enough to tell the whole story, to answer every question that might come into the buyer's mind, C. A. Bethge, vice-president of the Chicago Mail Order Company, told members of the Engineering Advertisers Association at their December meeting last week.

"A fault of a great bulk of direct-mail advertising, to my mind, is that it doesn't tell enough," he said. "I believe in long letters, that the more you tell, the more you sell. If the merchandising is right—that of course is the first essential upon which direct-mail advertising must rest—you have an interesting story to tell; and if you want your mailing piece to sell, you must give the prospect the whole of that story."

Making the inquiry hard, instead of easy, is usually the best course to follow in industrial direct-mail advertising, said Edwin J. Heimer, Edwin J. Heimer Company, who also spoke at the meeting. Any man can write a letter that will get inquiries, he said, but the point is to get inquiries that are worth while. Where the inquiry is not made too easy, the useless ones are eliminated and the selling effort can be concentrated on the type of inquiry that is more likely to have real value.

Now Summers-Gardner, Inc.

The United Advertisers Agency, Buffalo, N. Y., has been incorporated as Summers-Gardner, Inc. Principals in the concern are John B. Summers, president; Harold S. Gardner, who will direct creation, art and production, and Horace A. Laney.

"Put on Your Hat," Industrial Copy Writers

"Put on your hat" was the advice given to those interested in writing industrial copy, by S. A. Harned, of Batten, Barton, Durstine & Osborn, Inc., before the business-paper group of the Advertising Club of New York this week. By this advice, he told the group, he meant that the copy writer should get away from his desk, put on his headgear and get out and visit with the men in the field. If it's a machine account, put on a machinist's lid and work around with machinists a while and absorb their talk and point of view, he declared. Illustrating his point with campaigns as they might be written from the desk as contrasted with actual campaigns written after time spent out in the field, he showed one advertisement headline in which the word "kiwis," taken from the aviation field jargon, gave an aviation advertisement a true flavor that could never have been obtained by a copy writer at a desk.

Kenneth Groesbeck, of McCann-Erickson, Inc., contributing to the discussion, stated that in picking up thirteen business papers to look for human interest advertisements. But he found only eleven that contained this ingredient. C. F. Bell, of the J. Walter Thompson Company, and Frank Kane, of Erwin, Wasey & Company, also contributed to the forum.

Now Directing Advertising of Three Cigar Companies

Following the consolidation in Newark, N. J., of the offices of the Porto Rican American Tobacco Company, maker of El Toro and Ricoro cigars; Congress Cigar Company, maker of La Palina cigars, and Waitt & Bond, Inc., maker of Blackstone cigars, Marcus Conlan, for several years advertising manager of Waitt & Bond, has been appointed advertising manager for the three companies. Executive offices of the three companies are now at 744 Broad Street, Newark.

Devine-Tenney to Have Detroit Office

The Devine-Tenney Corporation, publishers' representative, will open a branch sales office in the Fisher Building, Detroit, on January 1. Edward T. Simmons, of the company's New York sales staff, will be manager of the new office.

Mining Journals to Merge

The *Engineering and Mining Journal* and the *Engineering and Mining World*, both published at New York by the McGraw-Hill Publishing Company, will be merged, effective January 1. The combined publication will be known as the *Engineering and Mining Journal*. Arthur W. Allen will continue as editor.

53,707

World-Heralds are sold
daily in Omaha

54,845

families live in Omaha

That is over 98% coverage; and nearly 83% of the families have The World-Herald delivered to their homes by carrier boys — the highest delivered-to-the-home-by-carrier circulation in the city's history (November, 1931, average).

Adding circulation in Council Bluffs and the rest of the Omaha territory, The World-Herald's total paid circulation in November, 1931, was:

Daily - - 119,615

Sunday - 117,162

Lines of Advertising
printed by the Omaha
newspapers during the
first 11 months of 1931—

World-Herald

11,474,834

Bee-News

6,242,680

The World-Herald

National Representatives:
O'MARA & ORMSBEE, Inc.

Around the corner

AROUND the corner is the new year. As for prosperity being around the same corner—well, some prognosticators may have the answer; we haven't.

But this we do know—in bull market or bear market, there are certain tried and true principles of merchandising, selling and advertising that will enable any company to make the most of existing opportunities.

The January issue of **PRINTERS' INK MONTHLY** abounds with case material explaining how these basic principles are actually being used with success today.

"We Won't Accept an Order At a Loss"

HARRY R. CHAPMAN, general sales manager of the New England Confectionery Company, tells how and why this company turns down orders which are offered at a price that will not allow a profit. He also tells how they go out and get profitable business.

"Make Your Product Sell Itself"

The chains, as a result of their first-hand observation of consumer buying habits, are thoroughly informed on what the public wants. In this article, FRED L. TOMPKINS, vice-president, Louis K. Liggett Co., explains what the chains have learned about making a product sell itself. Ideas here for all manufacturers.

"Stretching the Printing Dollar"

The first of a series of two articles by WAYNE KILBOURNE, who shows how to avoid unnecessary expenses in designing and ordering printed material of all sorts without detracting from the advertising's pulling power.

"Tremendous Tasks for Tiny Ads"

Large advertisers are using smaller space. Small-space advertisers are using still less space. The problem is how to make these tiny newspaper advertisements pull a double load. This article tells how.

"From Scythe Snaths to Baseball Bats"

How shall the small manufacturer who wants to branch out decide upon a new addition to his line? W. E. EDWARDS, president of a company that makes scythe snaths, relates how and why baseball bats were added.

Other articles in the January issue are:

"BABY BILLBOARD BLOTTERS." This series of blotters took a prize . . . "PAINLESS BUYING." How Kraft Cheese makes it easy for the customer to buy . . . "WOULD YOU READ YOUR OWN BOOKLET?" A splendid test to apply to any piece of printed matter . . . "41 DIRECT-MAIL IDEAS FOR YOUR BUSINESS." Some ideas here for all advertisers . . . "PACKAGE INSERTS THAT SELL" . . . "BUILDING SIDE-LINE SALES THROUGH CHAINS" . . . "MISBEHAVIORISM IN ADVERTISING ART."

PRINTERS' INK MONTHLY starts the New Year with a changed and improved product. On the front cover appears the first of a series indicating how American business men are using color work to help sell merchandise; inside are some choice examples of realism and result-getting photographs from abroad.

PRINTERS' INK MONTHLY

New size type—more pictures—new layouts

6 Per Cent for Advertising

The Story of an Auctioneer Who Won't Tackle a Job Without Help of Newspaper Space

HE was a colorful figure, the old-time auctioneer. Quick-witted. Persuasive. A salesman. Of course he was all of these—and more. An artist in exerting pressure? He had to be.

But styles change in auctioneers. Not so apparent now is the degree of self-sufficiency that once marked the craft as unmistakably as the plaid waistcoat, the off-center derby and the oblique cigar. Your modern auctioneer is apt to realize that he needs more than his own grandiloquence, and some modern auctioneers are shrewd enough to discern that advertising can help them.

J. L. Art, of the Chicago firm bearing his name, is one of the latter-day school who believes that although there will always be auctions and auctioneers, there must be a change in the methods of conducting auctions. He is convinced that an auction conducted without advertising can be no more than a partial success. So far as he and his firm are concerned, they are unwilling to conduct an auction unless a definite percentage of the amount likely to be raised will be invested in advertising.

As this is being written, J. L. Art & Company are in the midst of an auction in Chicago at which a large stock of chinaware, lamps and *objets d'art* is being sold. To attract the desired numbers of the right kind of people, 400-line advertisements are being used in two newspapers several times a week. There is also a fifteen-minute broadcast every evening and direct-mail pieces have been sent out.

"I've been an auctioneer for twenty-one years," Mr. Art tells PRINTERS' INK, "selling goods for people who needed to raise money quickly. Most of my work has been holding auctions of high-priced jewelry stocks. In that time I've seen the passing of the type of auctioneer that David Warfield used to play so perfectly.

"The good old days of getting up

on a barrel in front or inside of a store and shouting yourself hoarse are gone—forever, I think. Everyone recognized that auctioneering possessed a technique of its own.



*Compliments galore
for the smiling hostess
— and is she proud!*

THE BLACK KNIGHT CHINA due to be brought at AUCTION around an hour-and-a-half? And why not? The latest news story can tell you... but the price paid is far over the mark! This unique AUCTION SALE is on the 11th of November, at the Hong Kong Convention Centre, 111, 113, 115, 117, 119, 121, 123, Avenue, across from the Palace Hotel. Here you may purchase, at your own price, Black Knight Chitas, in fantastic plants, for every estate, in every color... also Vase of Glassware, Crystal Glass, Chinese Art Lamps of jade, agate and other semi-precious stones, Chinese Objects d'Art, and the complete staff, for the experienced and complete furniture house. The auction is free. Remember the price you pay is donated to the cause of the children.



J. L. ART & CO.
AUCTIONEERS
115 SOUTH WABASH AVE.



SOUTH WABASH AVE

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0270-6474/98/180114-12\$05.00/0

It was a little like that of the professor who sold patent medicines from the back of a wagon while a colored boy with a banjo entertained. What's happened is that this old technique disappeared because it lost most of its effectiveness. In its place there is a new technique. You've got to be just as quick-witted, just as forceful and persuasive as ever. In my opinion the new technique of holding a successful auction calls for a generous advertising expenditure."

Mr. Art looked around him and watched one of his assistants who had just auctioned a set of fine dinner ware and was about to ask for bids on a set of a dozen cut rock-crystal glasses.

"Look at these goods," he said with a wave of his hand that took

in a quarter of an acre of table furnishings and bric-a-brac. "I've got a store full of beautiful merchandise. What can I do with it unless I've got a gathering of people who like and know beautiful things? That's where advertising comes in. It brings people in here. More important, it brings in the right kind of people.

"Ever since I got past the novice stage in this business I've asked for advertising in connection with the auctions that I have conducted. In recent years I have grown more insistent. Nowadays I will not take a contract to handle any auction unless there is definite provision made in the contract for a reasonable amount of advertising. By reasonable I mean from 6 to 7 per cent of the amount of money that the auction will probably raise."

Does an appropriation of 6 or 7 per cent seem high? The merchant or manufacturer who holds an auction does so usually for one reason. He wants to raise money quickly. Many times the need is urgent. His expectation is that the merchandise offered will bring considerably less than its real retail value, but that does not always happen.

It has been Mr. Art's experience that a generous sum of money put into well-prepared advertising will speed up the process of liquidation while tending to produce higher prices for the merchandise.

Sixty-five Candy Makers Form Institute

Sixty-five candy manufacturers have founded the Candy Institute of America and have applied for a certificate of membership corporation in New York. The fundamental purpose of the new organization, according to its first president, Joseph Gooch, Jr., is to improve the general quality of candy and at the same time insure a reasonable profit from its sale. "This Institute is quite different from most trade movements," Mr. Gooch points out, "in that we are not trying to bring the industry, as such, together. The members of the Institute represent only about sixty-five in number out of the fourteen hundred or more in the industry."

William F. Heide, of Henry Heide, Inc., New York, has been elected treasurer of the Institute. A board of fifteen governors has also been elected. Headquarters are at 369 Lexington Avenue, New York.

What Size the Sales Portfolio?

THE PERMUITT COMPANY
Industrial and Household
Zeolite Water Softeners
NEW YORK

Editor of PRINTERS' INK:

Have you any information regarding the effect of page size on the efficient use of sales presentations for household specialty products such as refrigerators, oil burners, etc., etc.

Apparently there are two factors to be considered. The impressiveness which large page size lends, and the increased use by salesmen of smaller presentations due to the greater ease of carrying them about.

Any information you have on this subject will be of very considerable assistance and will be greatly appreciated.

HENRY H. WILKINSON,
Advertising Manager.

AN examination of a number of sales portfolios shows that there is no standard size. For instance, here are the page sizes of a few portfolios that were used effectively by salesmen: 9 by 12 inches, 11 by 17, 6 by 9, 12 by 14, 10 by 15, 15¼ by 11¾, 9 by 13, and 12½ by 16½. Weights vary from a few ounces to as much as nine pounds.

Size is influenced a great deal by the method of presentation. Cluett, Peabody, for instance, arranges its portfolios so that they carry all the company's contemplated advertising. They are folded instead of bound so the salesmen can lay them down on the floor of a retail store and show the dealer an impressive presentation twenty or thirty feet in length.

Portfolios used by salesmen for sales talks in the home are often larger than average because as a rule the salesman has comparatively few chances to stage a presentation and is willing to carry extra size and weight so he can make his presentation as impressive as possible.

If a company wishes its salesmen to use portfolios habitually, however, it should guard against too great size and weight.

Salesmen don't like to carry heavy and awkward objects—[Ed. PRINTERS' INK.]

Why Munsingwear Will Carry Good-Will at \$1

While It Considers This Item to Be One of Its Most Valuable Assets, the Company Believes It Is Advisable to Be Ultra-Conservative

By Chas. L. Pillsbury

Treasurer, Munsingwear, Inc.

I HAVE read with much interest the recent article in *PRINTERS' INK* on "How to Determine the Value of Good-Will."*

We have long been interested in and have given considerable consideration to the subject of good-will and trade-mark value. We do not at all like the definition of good-will of the British accountant, Percy B. Leake, which Mr. Howe quoted in his initial article of October 15, namely, "Good-will, in its commercial sense, is the present value of the right to receive expected future super-profits, the term 'super-profits' meaning the amount by which future revenue, increase, or advantage, to be received, is expected to exceed any and all economic expenditure incidental to its production." We much prefer the definition of A. C. Ernst, which was quoted in the same article, and which indicates, in part, that good-will may be termed the personality of business and that it is value built up through outstanding service, etc.

We do not believe that good-will value can be dissociated from trade-mark value—the two are closely intertwined.

Good-Will Represents Friendly Impulses

In a report which we prepared a number of years back, when we were considering the good-will value of our own companies, we wrote:

"Good-will, as a financial attribute in business, may be said to represent the friendly impulses and attractive forces which continue to bring in custom and profit; the value represented by the confident

and justified assurance that customers and potential customers will continue to patronize, and that profits will continue to accrue in spite of the inducements of competition. Good-will is the result of a state of mind of satisfaction and confidence and that satisfaction and confidence are created and maintained by service rendered.

Good-Will and Trade-Marks

"But, good-will, to have a sales value, must represent more than that. It must represent a substantial earning power in excess of a normal return on the capital invested in tangible assets, and in excess of reasonable compensation to management.

"Good-will value involves and cannot properly be dissociated from the value attaching to established trade-marks. Inasmuch as confident and justified assurance of continued patronage and continued profits is really the basis of good-will (and trade-mark) value, it is apparent that the status of a business as to its ability to protect its trade-marks and to defend itself against sharp and particularly against unfair competition is of the utmost importance."

We believe that good-will and trade-mark value is one of our most valuable assets and we cherish it, and try to promote it through quality of product, service rendered, and advertising.

In spite of what we believe to be the high value of our good-will, trade-marks and patents, it is our present plan to write down the combined item to the nominal figure of \$1 as at the close of this fiscal year. This was the consensus of opinion reached at a meeting of our board of directors in

*A list, giving the titles and dates of issues in which they appeared, will be sent on request.

July. This action is taken because we believe that the time has come when it is important to be ultra-conservative in this respect.

As Mr. Howe intimated in his articles, most bank credit men and statisticians write the item out of balance sheets anyway, no matter at what figure shown.

When we set up the good-will and trade-mark values of our subsidiaries and, therefore, as appearing in our consolidated balance sheet, back in 1923, we did not proceed arbitrarily. We calculated the values ourselves and then had our certified public accountants, independently, compute them. In each case the principle followed was that which had been approved by the United States Treasury Department in a memorandum issued by the Committee of Appeals and Review regarding the methods of determining the value of intangible assets. This principle was that of allowing out of the average earnings over a period of years, a return upon the average tangible assets for the period, and to capitalize the surplus earnings at a higher rate. The basis of this principle is that these average earnings over a period of years are subdivided into two component parts: (a) the portion representing a normal rate of return upon the actual capital invested in tangible assets; and (b) the portion representing the return, at a higher rate (higher by reason of the greater risk involved) on the intangible value, or, in other words, on the good-will and trade-mark value.

It so happened that the value of good-will as thus determined as to our major subsidiary closely approximated the summation of prior national advertising expenditures, but such coincidence had no bearing whatsoever on the determination.

You ask whether we have attempted to increase or decrease the value of our good-will and trade-marks from year to year. No, we have not done so. Where there has been a change since the initial determination, in 1923, the change (comparatively minor in amount) has been due to purchased good-

will in connection with properties purchased.

You ask whether our stockholders have ever asked us to justify our good-will and trade-mark item as carried in our balance sheet, and you ask how we answer stockholders or others who believe the item should be carried at \$1. We have not been so questioned by our stockholders and have not had any outside suggestions that we know of that we should reduce the item to the nominal \$1 figure. We are taking such action, as we have stated, entirely on our own initiative, merely as an expression of conservatism in balance-sheet figures.

Wireless Press to Publish Liner Journals

The Wireless Press, Ltd., London, will publish *The Cunard Atlantic News* and *The Anchor Line News*, to succeed the Atlantic Edition of the *London Daily Mail*, which will cease publication on December 31. After January 1 the Wireless Press will publish papers, under the title of the *Ocean Times*, on ships of the White Star, Atlantic Transport and Canadian Pacific Lines.

The Cambridge Special Agency, Inc., publishers' representative, New York, will be American representative of these papers.

C. E. Lawrence Starts Own Service

Clifford E. Lawrence has resigned from Freeland, Bates & Lawrence, Inc., Boston, industrial consultants and managers, to start his own service as an advertising, sales promotion and marketing counsel. His headquarters will be at 130 Lincoln Street, Newton Highlands, Mass.

Test Campaigns for New Dentifrice

The Dentoza Laboratories, New York, have appointed Reimers & Whitehill, Inc., advertising agency of that city, to direct the advertising of Dentoza, a new dentifrice. Test campaigns will be conducted in several cities.

New Los Angeles Business

Roe & Morton is the name of a new advertising business which has been formed at Los Angeles, with offices in the Bendix Building. Members of the firm are Charles A. Morton and Al Roe.

Appoints Erwin, Wasey

Jean Wallace Butler Laboratories, Chicago, makers of Buena Skin Tonic, have appointed Erwin, Wasey & Company, at that city, to handle their advertising account.

Chain-Store Sales for November

Company	Nov. 1931	Nov. 1930	% Chge.	11 Months 1931	11 Months 1930	% Chge.
Great At. & Pac. (a)	\$74,702,978	\$79,824,093	-6.4	\$946,400,491	\$980,999,559	-3.5
*Sears, Roebuck (b)	26,828,020	32,243,424	-16.8	314,041,553	351,306,974	-10.6
†Safeway Stores..	22,603,063	24,484,983	-7.6	260,972,406	278,615,368	-6.3
F. W. Woolworth.	22,004,960	24,077,890	-8.6	242,953,226	246,962,431	-1.6
*Montgomery Ward	18,403,376	22,401,426	-17.8	197,462,316	243,647,441	-18.9
Kroger G & B (c)	17,114,181	19,998,707	-14.4	226,800,797	243,137,115	-6.7
J. C. Penney	16,493,495	18,939,973	-12.9	152,426,832	169,236,142	-9.9
S. S. Kresge Co..	11,220,287	12,503,020	-10.2	123,612,060	126,371,649	-2.1
Amer. Stores (d).	9,935,594	11,132,261	-10.7	123,167,325	129,482,650	-4.8
First National ...	8,085,105	8,220,055	-1.6	96,610,818	98,926,538	-2.3
W. T. Grant	6,485,257	6,677,427	-2.8	63,186,613	59,253,644	+6.6
National Tea	5,752,158	7,082,372	-18.7	70,183,338	77,828,227	-9.8
S. H. Kress Co..	5,586,738	5,528,389	+1.1	57,820,828	57,222,519	+1.0
Walgreen	3,987,740	4,080,413	-2.2	49,460,868	46,920,365	+5.4
McCrary Stores..	3,469,424	3,617,162	-4.1	36,413,495	36,440,678	-0.1
Grand Union (e).	3,332,776	3,474,204	-4.0	31,817,533	32,690,378	-2.6
H. C. Bohack (f).	2,814,366	2,806,275	+0.3	32,112,707	29,221,719	+9.8
*Nat'l Bellas Hess	2,550,837	3,333,304	-23.4	30,002,461	32,725,745	-8.3
J. J. Newberry ..	2,529,703	2,606,570	-2.9	25,830,465	24,697,747	+4.5
Daniel Reeves ...	2,435,888	2,698,557	-9.7	28,753,723	31,313,202	-8.1
Dominion Stores (g)	2,251,736	2,343,978	-3.9	23,218,445	22,046,756	+5.3
Childs	1,979,758	2,075,268	-4.6	22,139,313	24,274,099	-8.8
Lerner Stores ...	1,913,094	2,096,836	-8.8	22,309,357	21,473,613	+3.9
McLellan Stores..	1,769,301	2,081,370	-14.9	18,199,071	20,111,220	-9.5
Interstate Dept. .	1,746,684	2,002,121	-12.7	18,759,907	18,728,123	+0.1
Melville Shoe ...	1,692,326	2,506,374	-32.4	23,736,332	25,834,086	-8.1
G. C. Murphy ...	1,578,246	1,579,476	-0.08	16,239,229	14,327,676	+13.3
Peoples Drug	1,407,496	1,403,020	+0.3	15,695,277	15,070,663	+4.1
Consolidated Retail	1,398,644	1,631,750	-14.2	17,154,856	19,779,181	-13.2
Waldorf System ..	1,252,070	1,226,302	+2.1	14,201,023	14,558,275	-2.4
Neisner Bros.	1,194,527	1,480,822	-19.3	13,609,291	13,481,266	+0.9
Lane Bryant	1,094,008	1,361,984	-19.7	14,121,865	15,757,291	-10.4
West. Auto Supply	1,062,812	1,271,868	-16.4	11,455,088	12,828,921	-10.7
Jewel Tea (h)	1,022,318	1,217,652	-16.0	12,492,203	14,255,073	-12.3
Loft, Inc.	1,372,105	1,102,155	+24.5	12,453,677	7,983,005	+56.0
Schiff Co.	788,153	820,839	+3.9	9,051,662	8,757,083	+3.3
Bickfords	634,990	536,999	+18.2	7,196,547	5,469,599	+31.5
Kline Bros.	506,479	501,310	+1.0	4,647,934	4,029,942	+15.3
Edison Bros.	464,837	444,738	+4.5	5,741,160	4,247,377	+35.1
Winn & Lovett	438,607	411,579	+6.5	4,664,342	4,961,012	-5.9
Exchange Buffet ..	381,494	456,939	-16.5	4,813,052	5,771,460	-16.6
Sally Frocks	372,689	351,044	+6.1	4,107,005	4,214,414	-2.5
M. H. Fishman	203,660	206,707	+0.9	2,186,583	1,852,748	+18.0
Nat'l Shirt Shops	208,537	286,565	-27.2	3,056,570	3,707,606	-17.5
Kaybee Stores	196,363	231,372	-15.1	1,737,673	1,654,157	+5.0
Morison Elec. Sply.	113,658	205,822	-44.8	1,590,476	1,759,688	-9.6

Totals 293,385,538 325,565,395 -9.8 3,414,607,795 3,603,934,425 -5.2

*Includes both chain and mail-order sales. †Including MacMarr.

- (a)—4 weeks and period to Nov. 28. (e)—5 weeks and period to Dec. 5.
 (b)—4 weeks and 48 weeks to Dec. 3. (f)—4 weeks and 47 weeks to Nov. 28.
 (c)—4 weeks and 48 weeks to Dec. 5. (g)—5 weeks to Nov. 28.
 (d)—4 weeks and period to Nov. 28. (h)—4 weeks and 48 weeks to Nov. 28.

The Great Atlantic & Pacific Tea Company reports that more goods were sold during the November period in 1931 than in the same period a year ago, as shown in estimated tonnage figures. November sales, expressed in tons, were 418,762 this year, compared with 400,203 in November, 1930. This is a gain in quantity of merchandise sold of 18,559 tons, or 4.64 per cent. Average weekly sales in November were \$18,675,745, compared with \$19,956,023 in 1930, a decrease of \$1,280,278. Average weekly tonnage sales were 104,691 compared with 100,051 in November, 1930, an increase of 4,640.

NUMBER OF STORES IN OPERATION

END OF NOVEMBER			END OF NOVEMBER		
	1931	1930		1931	1930
†Kroger	4,890	5,179	W. T. Grant	401	346
Safeway Stores	3,924	4,080	McLellan	279	277
J. C. Penney	1,458	1,451	McCrory	244	242
Jewel Tea (routes).....	1,334	1,276	G. C. Murphy	172	165
S. S. Kresge	710	676	Peoples Drug	126	118
Melville Shoe	477	481	Childs	106	111
Walgreen	465	442	Neisner	78	73
Exchange Buffet			35	35	

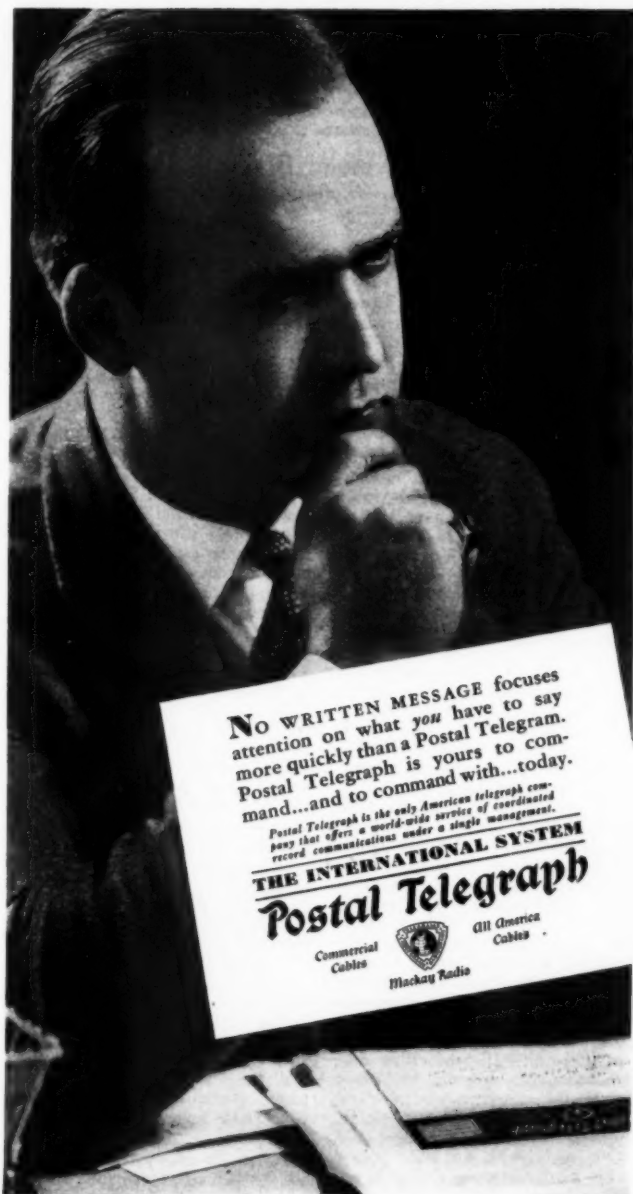
‡No. of stores Nov. 7 and Nov. 8, 1930 (11th period of 13 period calendar)

15 %
Chge.
9 —3.5
4 —10.6
8 —6.3
1 —1.6
1 —18.9
5 —6.7
2 —9.9
9 —2.1
0 —4.8
8 —2.3
4 +6.6
7 —9.8
9 +1.0
5 +5.4
8 —0.1
3 —2.6
9 +9.8
7 —8.3
2 +4.5
6 —8.1
3 +5.3
9 —8.8
7 +3.9
5 —9.5
1 +0.1
— —8.1
+13.3
+4.1
—13.2
—2.4
+0.9
—10.4
—10.7
—12.3
+56.0
+3.3
+31.5
+15.3
+35.1
—5.9
—16.6
—2.5
+18.0
—17.5
+5.0
—9.6
—5.2

5.
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ember,

EMBER
1930
346
277
242
165
118
111
73

endar)



NO WRITTEN MESSAGE focuses attention on what *you* have to say more quickly than a Postal Telegram. Postal Telegraph is yours to command...and to command with...today.

Postal Telegraph is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables Mackay Radio All America Cables

This Catalog Is a Work Book, as Well as Selling Medium

Stove Company Needs Something New, and So It Goes Whole Route in Copy, Size and Makeup

By Raymond B. Carey

Advertising Manager, Florence Stove Company

THIS year, after fifty-nine years' experience, we decided to have something different in the way of a catalog. And we have it.

It is a work book, made as we want it, to meet our own needs—and it has made a hit with our salesmen and the trade.

The purchase of a stove is premeditated. We manufacture oil stoves, gas stoves and electric ranges, each calling for an investment large enough to occasion some thought by the prospect. The field is highly competitive. The profit margin is large enough to justify considerable sales and service effort on the part of the trade. The Florence line is well known, well advertised, well merchandised.

Line Has Grown in Recent Years

During recent years it has grown from a single line of wickless oil stoves to a complete assortment of wick and wickless types in stoves and ranges; ovens, range burners, gas and electric ranges, room heaters and water heaters.

The bulk of these items are subject to style variation. Color is a most important feature, and popular color preferences change from year to year—often from month to month. There are no yearly models, but each change, while perhaps small in itself, makes it necessary to publish new information. Molded Bakelite control handles replace stamped steel; porcelain enamel in place of the baked-on variety, new grates, an improved oven handle or heat indicator—all are selling features that can become important details for salesmen and dealers, and should be brought to their attention as soon as possible.

Obviously, with the style factor, and a manufacturing policy keyed

to a competitive market, the one bound catalog is in grave danger of becoming obsolete (and thence dangerous) very soon after it is published. This was true when the line was relatively small; how much more true it would be with a list of fifty items!

Answer Was Also Obvious

The answer was also obvious: A loose-leaf catalog and a fixed policy of new releases as often as desirable. If the FR5 range gets a new oven heat indicator we publish a new FR5 illustration sheet. If the legs are porcelain enameled we publish a new description sheet. If a new oven is added to the line it is covered in new pages.

In designing the book we adopted a page approximately four inches wide by nine inches long, bound at the top into an accordion fold cover with screw post binders. All sheets are printed on one side only. Each line is illustrated by halftones in full color, one cut to a page, followed by a page of description. For instance: The "A" line is covered in four pages, page one showing the four-burner stove with mantel and oven, and this heading:

NEW FLORENCE OIL STOVE
Four-Burner with Mantel and Oven
This stove can be bought with or without mantel and any "A" oven.
Stove: No. A4.
Mantel: No. AM4.
Oven: No. AV12.

Page two shows the three-burner stove and mantel and page three shows the two-burner stove, mantel and one-burner oven. The next page contains full information concerning finishes and features, as follows:

Porcelain Enamel Finish:
Mantel panel; lower reservoir;

chimney jackets; inner cylinders; pointers on burner handles.

Baked-On Enamel Finish:

Stove top; stove ends; stove back; base frame; removable tray; front strip and dials; upper reservoir; pipeline; legs; leg levelers; spirit level; mantel shelf; mantel ends.

Features:

Florence "focused heat" wickless burners, close-up to cooking top; all-grid cooking top (zinc coated cast iron grates) open, deep, level, smooth; mantel warming shelf; stove back extends to stove top; sturdy, one-piece legs; sliding removable tray; new style Bakelite pendant burner handles; high heat-resisting porcelain finished inner cylinders; special graphited asbestos packing in brass packing nuts; leg levelers; spirit level on pipeline; rust-proof porcelain finished lower reservoir; glass bull's-eye in upper reservoir; electrically welded pipeline with removable drain plug.

This is followed by a complete table of dimensions and weights.

Contrast the above text with these quotations from a former catalog:

Notice the all-grid cooking top, shown above. It is made of strong, polished cast iron grid-work; in sections that are easily removable. It is extra wide (19") and entirely open, providing an unusually large surface and every inch of it useful space for cooking or for keeping food warm. The whole top is perfectly flush, removing all danger of spilling food.

The construction of the entire stove is especially sturdy and the cooking top is 33" from the floor. The extra shelf provides a handy place for pots and pans. The oil reservoir holds 1½ gallons.

The above is good copy because it is interesting and crowded with facts—a sales story in each line. But what salesman is going to read it aloud to his prospect and what merchant is going to wade through this text? The function of our catalog, as we see it, is to provide information at the finger-tips, quickly, understandably and convincingly.

"All-grid cooking top (zinc-coated cast iron grates) open, deep, level, smooth" tells the story in a few words.

Are they smooth? Yes. Are they level? It says so. Are they open? There it is. Facts, succinct, findable, undisguised. It isn't the

copy you would use in an advertisement and it isn't the talk which the salesman gives, but it contains the meat, the reminders, and by its very terseness provides plenty of material for energetic selling.

The men like this new catalog because it is crammed full of facts and is free from hooey. Salesmen are canny creatures; they don't care for blah. Neat columns of 10 point leaded in 2 point are too often just not read. Here we treat the men like intelligent human beings; we assume they can put words into sentences. If we tell them the stove has "high heat resisting porcelain finished inner cylinders" they know we expect them to make the strong sales point which this feature holds.

A News Service

Among the Salesmen

The catalog is working for us now. It is the active news service among the salesmen. It keeps them informed of the latest developments in style and features. It is never obsolete. Salesmen use it because they can do so without apology. A picture in the catalog is a picture of the *present* product, and a description there is complete and dependable.

But do the dealers keep their catalogs up to date? Probably not. In considering this well-known objection to loose leaf catalogs we went a step beyond the well-established idea that a dealer must have our catalog. We asked ourselves: "Why must he have it?" In the first place, a dealer buys merchandise to meet the demands of his trade. Unlike the manufacturer who is looking for customers for his products, the dealer is looking for products for his customers. He is guided by consumer demand; his "want book" and not the gleaming prospectus of an advertiser, is his guide to stock purchases.

Successful merchandise buyers have the knack of selecting the types and sizes that will meet the needs of their trade. If they err at all it is on the side of smaller inventories. To sell them the large order, the specialty—even the broad line—requires the presence

GOOD COPY

impresses the
reader with its
sincerity and
continues to sell
long after the
phrases of the
advertisement
are forgotten.



**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 Madison Ave.
New York City**

of an able salesman often assisted by store-door deliveries, advertising allowances and cooking demonstrations. For the dealer views the product in terms of its resale value, and is seldom carried away by pretty pictures.

It has been our experience that the dealer who cannot be sold by a salesman will not buy from a catalog. If he is a regular customer he is familiar with the line, particularly that portion of it for which he has found a ready sale. He receives a visit from the Florence salesman at least once every sixty days, when his future needs are anticipated so far as possible.

We have found that any general distribution of catalogs is a waste of money, and have made it a practice to supply them to the retail trade only when requested to do so. A dealer must ask for a Florence catalog. We are glad to give it to him, but we will not do so unless he requests it. Salesmen are instructed not to send in large lists of dealers, but to deliver the catalog in person. As new pages are issued they are sent out to the men in sufficient quantity to cover the needs of their trade—and the men are required to insert them in dealers' catalogs whenever practicable.

We feel we have laid the catalog bugaboo for some time to come. There will be no 1932 model, but constant improvement. For, in our opinion, the catalog is not a year book, not a record of past achievement, but a presentation of product news, and as such it must be always up to date.

H. A. Jones Joins Ruthrauff & Ryan

Howard Aldred Jones, an account executive with the Chicago office of Albert Frank & Company, Inc., has joined Ruthrauff & Ryan, Inc., in Chicago, in a similar capacity. For four years he conducted an advertising and sales promotion service under his own name specializing in public utilities advertising.

L. J. Conant Joins Everett R. Roeder Agency

Louis J. Conant has joined the staff of the Everett R. Roeder Advertising Agency, St. Louis. He has been directing merchandising service work for newspapers.

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Euphonious Partnerships

THE AMERICAN INSURANCE COMPANY
NEWARK, N. J.

Editor of PRINTERS' INK:

Has anyone ever considered whether the arrangement of names of partners in a firm name has any business or practical value? I have in mind three men who use the firm name, "T....., B.... and Z....." Would there be any advantage in putting B..... first so that, for instance, in a co-operative advertisement, the name of this firm would appear near the head of the list rather than near the end, the way it would now? Also, wouldn't it be of some value to consider arranging names of partners in a firm name so as to make them as euphonious as possible?

HAROLD E. TAYLOR,
Manager,
Advertising and Publicity.

AFTER glancing over the firm names of some of the most successful New York law firms we are led to believe that mere euphony hasn't very much to do with success. For instance, say quickly and trippingly the name, "O'Brien, Boardman, Fox, Meinhard & Early." Or try Evarts, Choate, Sherman & Leon or Root, Clark, Buckner, Howland & Balentine.

Of course, these are law firms and one expects little euphony in legal matters. On the other hand, there are several instances that show that advertisers have found difficult or unpronounceable firm names a distinct handicap and have changed them to make them easily rememberable by the buying public.

It would seem when a firm name is being created that it might be well to give some attention to the order in which the partners' names appear. Certainly there can be no disadvantage in a firm name that is easy to remember because of some inherent rhythm and because it has a good appearance in print. On the whole, however, it is difficult to see just how any company making a good product or selling a needed service is going to find the difference between success and failure in the proper arrangement of the component parts of the firm name.—
[Ed. PRINTERS' INK.]

"PUNCH'S" PRESTIGE

PRESTIGE is a common word in advertising currency, but it stands for something hard to win and jealously to be guarded in business practice. The dictionary defines it as "influence arising from reputation." It is another name for the goodwill of the Advertiser who has built his product into the consciousness of the buying public. Indiscriminate weight of advertising alone cannot confer it. It develops slowly but certainly around the advertising which pursues a clear unswerving policy, which aims at the intelligent part of a widespread community, and which is found in company the world has learned to respect. In fulfilling the two last-named conditions "PUNCH" is of paramount importance to the Advertiser who is building up prestige. Firstly, because "PUNCH" circulates primarily amongst that section of the public that moulds the buying habits of the rest. Secondly, because throughout the English-speaking world "PUNCH" is believed in with a long-established faith that extends to everything between its famous covers. Directly the advertising of your merchandise appears in "PUNCH," that merchandise begins to gather to itself prestige, to earn goodwill and confidence that are the finest of all bulwarks against trade vicissitude, and the greatest of all forces for trade expansion. Can you afford NOT to use the tremendous and growing power of "PUNCH"?

MARION JEAN LYON

Advertisement Manager, "PUNCH"

10 BOUVERIE ST., LONDON, E.C. 4
ENGLAND

Collars Too Costly? Blame Style

THE OHIO MATCH SALES COMPANY
CHICAGO

Editor of PRINTERS' INK:

The article on page 91, December 3, 1931, issue on starched collars interested me. I have always preferred starched collars and wear them most of the year but I think the collar people are somewhat to blame for the falling off in their business. For many years and up until about fifteen years ago, collars, and of good quality, Arrow, Ide and others, retailed two for a quarter or \$1.40 per dozen and with cotton at 15 to 18 cents per pound. The price of collars was advanced to where the cheapest sort cost around a quarter each and the average haberdasher does not seem to care much about selling the cheap collar.

It is true that the soft collar sells for as much or more than the starched article but I am told (I have never worn them) that there is several times as much wear in a soft collar.

Let the collar manufacturers put the price of starched collars back to 12½ cents each and they will have more business. The old firms made plenty of money in the two-for-a-quarter days.

C. A. DUNKEL,
Manager.

STYLE, and not price, we are told by an executive of a company manufacturing collars, is the controlling factor in the sale of starched collars. In fact, he does not believe a material reduction in price would appreciably increase starched collar volume. He declares that if the collar companies were getting today the volume they had fifteen years ago they could sell the product at two-for-a-quarter and make a comfortable profit. However, with volume cut into so badly as it is today there is little profit even at present prices. When the many factors that make up style begin to work again for the starched collar, volume may be expected to go up—and then, if the executive is correct in his conclusions, perhaps we all may be able to be in style at two for a quarter.—[Ed. PRINTERS' INK.]

Joins Globe-Wernicke

John H. Duncan has joined the sales department of the Globe-Wernicke Sales Company, Columbus, Ohio, where he will be in charge of sales in the office equipment division.

S. G. Howard Advanced by "Indianapolis News"

Samuel G. Howard has been appointed manager of the merchandising and national advertising departments of the Indianapolis News. He was previously a member of the national advertising staff.

R. A. Wolfe, formerly national advertising manager, has been appointed manager of the local advertising department.

W. S. French Made Director of Paper Company

Willard S. French, president of Brooke, Smith & French, Inc., Detroit advertising agency, has been elected a director of the French Paper Company, Niles, Mich. This change follows the election of Frank G. French as president to succeed J. Edward French, who died recently.

J. L. Wiggins Joins Harlan

J. Lawson Wiggins, formerly for nine years advertising and sales promotion manager of Aluminum Industries, Inc., Cincinnati, has joined the Jesse R. Harlan Company, advertising agency of that city, as vice-president in charge of marketing.

Lowell "Telegram" Appoints Hamilton-DeLisser

The Lowell, Mass., Telegram has appointed Hamilton-DeLisser, Inc., publishers' representative, as its national advertising representative.

S. E. Nichols Joins Emark Battery

S. E. Nichols has joined the Emark Battery Corporation, Philadelphia, in a sales capacity. He was recently general manager of the George W. Nock Company, Philadelphia.

Has Coffee Account

The Continental Coffee Company, Inc., Chicago, has appointed Lee S. Biespiel, advertising agency of that city, to direct its advertising account. Magazines, business papers and direct mail will be used.

Furniture Account to Larchar- Horton

The Old Colony Furniture Company, Boston, has appointed the Larchar-Horton Company, advertising agency, to direct its advertising account.

With Metropolitan Agency

George A. Cruse, formerly with the Wall Street Journal, has joined the Metropolitan Advertising Company, New York, as an account executive.

Mr. M.

Editor

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In Which We Are Laid Out

Mr. MacDonald Thinks PRINTERS' INK Is Overly Assertive in Saying a Word for the Pilot

Editor of PRINTERS' INK:

The publishing director of *System* has sent to me a reprint of your editorial, "Don't Bother the Pilot." I have read it with interest and take the liberty of offering my opinions on the subject.

This editorial says, "Give the heads of business more time to manage their businesses." Leisure, for reflection, is the product of competency. One cannot *give* time to anybody. You assume that competent executives need time. They need ability with which to create leisure.

Quoting again, "The business head finds that an attempt is being made to get him to influence the judgment of his carefully chosen lieutenant." It appears you are again assertive and insist upon general classification when you say "carefully chosen." If a business head does not consistently influence the judgment of his subordinates, he has no subordinates. If the mother does not influence the judgment of her offspring, she is not a mother. Tear down our institutions of learning, junk the press, admit the futility of your editorial "Don't Bother the Pilot" if they do not serve to influence people. The major duty of a chief executive is to keep himself mentally in a condition enabling him to constructively influence his subordinates. Nothing more or less constitutes the function of his office.

Assertive, Not Informative

"Going over the heads of departments is an insult to the man who chose these executives." This is assertive, not informative. You don't insult the "Pilot" if you help him.

No managerial problem is "in the province of an assistant." Business is not departmental in relation to cause and effect. It is holistic in that every department serves as a cause and effect creating the net profits.

In many cases, the "Pilot" is merely the audience for the "yes, yes chorus" whose symphonies, sweet and dumb permeate the corridors of most offices.

The salesman is the artery through which the life blood of industry courses. Yet he, more often than not, is considered as being one who can be tossed about on the mad sea of industrial chaos.

How Can He Pilot If He Delegates Authority?

"These are the days when the captains of industry need and want to conserve their energy and their time to the getting and holding of business." Does it follow that the best way to accomplish this is to have the "Pilot's" "vacuum packed?" If they don't influence their subordinates, if they leave functions to department heads and have a department and head there-to for every function, just what is the "Pilot" to do? Who is the authority for determination of just when and why one should disturb the peaceful slumber of inertia into which the "Pilot" is lulled?

How can the "Pilot" govern his efforts to get and keep business if he does not actively participate in the entire function of a company? Must he not approve and veto proposals and practices? If he does that, is he not the one and only man to face when many, many products and service are sold?

It is my job to get our salesmen face to face with the man who can say "Yes" or "No" and execute then and there. Articles such as this, general and almost mandatory in editorial form, provide a ritual to be pursued by the weak and spineless salesmen. It gives strength to the myth of management. It is neither correct in theory nor practice.

The average "Pilot" welcomes the salesmen who have sense and courage to actuate that sense in "seeing the top executive."

Most executives, of all grades.

are opposed to progress. Being word worshipers, they turn this blind stupidity into a more pleasing word and now we find them boastful of the fact they are conservative. The meaning of conservative as given by dictionary is: "Opposed to progress."

Keep the salesman as close to the lamp of intellect as possible. Don't relegate him to departments—direct his footsteps to paths least obstructed by the obstacles of subjectivity.

This does not imply there are not capable lieutenants. It does emphatically and unqualifiedly state no man is a just judge of his own cause. The general is a better judge of a company or squad problem than is the "top sergeant." The general looks on the problem through the unprejudiced eyes of objectivity. No matter how capable the sergeant or lieutenant, they must look through the hazy eyes of subjectivity and politics.

H. E. MACDONALD,
President,

ENGINEERS INCORPORATED.
Boston, Mass.

Erwin, Wasey Transfers Oscar Bryn

Oscar Bryn, formerly art director of the Chicago office of Erwin, Wasey & Company, has been transferred to Los Angeles to become co-art director with Fred Glauser of San Francisco for the Pacific Coast offices of Erwin, Wasey & Company.

Death of P. J. Wickham

Paul J. Wickham, for fifteen years with *Cosmopolitan*, as an advertising representative, died on December 20 at Forest Hills, N. Y. Mr. Wickham, who was forty-seven years old at the time of his death, had recently become advertising director of the Radio Science Publications, Inc., New York.

Appoints J. W. Eccleston, Jr.

The National Institute of Parent Training, Los Angeles, has appointed J. W. Eccleston, Jr., Los Angeles advertising agency, to direct an advertising campaign. Newspapers, direct mail and radio will be used.

C. M. Beecher with Harry M. Miller Agency

C. M. Beecher, until recently manager of the Herr Advertising Agency, Columbus, Ohio, has joined Harry M. Miller, Inc., advertising agency of that city, as an account executive.

Drug Trade Recommends Action Against Free Deals

Policies to govern the use of free deals were laid down at a meeting in Washington held in accordance with actions taken at recent conventions of the National Association of Retail Druggists, the National Wholesale Druggists Association and the Federal Wholesale Druggists Association.

Offers of excessive amounts of free goods in deals which lead to trade demoralization were condemned. Recommendation was made that free goods should be in the ratio of one free to the dozen or, in the case of seasonal goods, not more than two free; and that manufacturers should ship free goods directly to the wholesaler with the order.

Whenever practicable, it was recommended, free goods and the goods with which they are given should be included in unit shelf packages or shipping cases, these to be labeled as containing free goods and the amount therein.

Emphatic disapproval was given to combination item deals.

Copy Produces in Round- about Way

California was the place and September the time. A woman was reading the current issue of a national magazine and there espied an advertisement of Bloomingdale Brothers, New York, featuring a special sale of afternoon tea cloths. She cut it out.

But Bloomingdale's didn't get an order and the special sale ran its course. Meantime the woman mailed the advertisement to her son so as to get him at the Paris stop on a world cruise. She wrote: "Don't mind buying me any French souvenirs but please try to get me one of these tea cloths when you reach New York."

When the son got to New York, it was November. He found his way to Bloomingdale's. The special was a thing of the past. When he spoke of it, sales clerks did not know what he was talking about. Nevertheless, he got the tea cloth after his mission was explained.

New Colorado Campaign to Start

The State of Colorado's advertising campaign under the auspices of the Colorado Association is about to break in national publications. The Colorado Association is now in the beginning of its fourth year with funds of \$300,000. Newspaper and radio advertising will also be used in certain sections.

A. W. B. Laffey with "Manufacturing Confectioner"

A. W. B. Laffey, for a number of years with the McGraw-Hill Publishing Company, has been appointed Western representative at Chicago of *Manufacturing Confectioner* and *Confectionery Buyer*.

To Printers' Ink Subscribers

IF one of your associates borrows your copy of PRINTERS' INK, don't get sore at him. It will be your own fault if he continues to take it

Just hand him the
Coupon below

PRINTERS' INK, 185 Madison Ave., N.Y.C.

Gentlemen:

Please enter my subscription to PRINTERS' INK. Send invoice for \$3.00 to cover a year's copies.

Name _____

Company _____ (position) _____

Street _____

City & State _____

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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Chicago: P. H. Erbes, Jr.

London: Thomas Russell

NEW YORK, DECEMBER 24, 1931

Dealers to Dictate?

Are national advertisers quitting on the job of stimulating desire to buy? If they are, Herbert L. Redman, vice-president of Saks-Fifth Avenue, implies in a PRINTERS' INK interview, they are creating an additional handicap for themselves.

They know the importance of dealer recommendation in shaping consumer preference. They must be aware that retail stores are making an aggressive bid to stimulate buying. Of course this activity can be lightly dismissed by saying that dealers cannot let down in advertising because advertising, after all, is the only means they have to keep their stores before the public.

Nevertheless what the retailer is doing is advertising and advertising creates additional prestige, something with which national advertisers always will have to reckon. In a sense, a manufac-

turer is really in competition with a dealer for the good-will of a certain segment of the consumer market—a segment for each dealer with the total of the segments comprising the national market.

If department stores, specialty shops and other large retailers are not allowing customers and prospects to forget that they are in business, national advertisers cannot afford to be less energetic. Permit retailers to set the pace and national advertisers must be prepared for the consequences.

It is the pace setter who dictates.

Advertising Is Better

In his article, "Can Advertising Offend and Still Be Effective?" Marsh K. Powers, in PRINTERS' INK for Dec. 10, summed up a great deal of the current discontent felt by advertising men as they contemplate some of the more blatant efforts of their contemporaries.

That this discontent is justified in many instances is hard to question. But it is well to realize, at the same time, that the progress of advertising toward a goal of high ethical standards has been notable and steady, particularly during the last two decades.

The recent report of the National Better Business Bureau, Inc., "Protecting Public Confidence in Periodical Advertising," has the following significant statement:

"There are some publishers who have let down the bars; a number of distressing controversies have been fought in the advertising columns of periodicals; the improvement in quality of advertising has not been as impressive as in the two preceding years. All this was to have been expected. But there has been improvement whereas retrogression would not have been surprising."

That advertising has continued to improve under the bitterly competitive conditions of the last year is a tribute to the generally sound conception of its obligations to both producer and consumer which is held by most leading advertisers.

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Where Is the Profit?

Many an organization which has been able to maintain a profit this year has been helped in making it by knowing where the profit is. The *Textile World* sums up this point concisely in telling about the orderly marketing methods of the Pepperell Manufacturing Company.

The company's plan set down in two categories is thus summed up:

1. Who sold the goods?
2. Who bought them?
3. Where were they sold?
4. What were the costs to sell and to advertise the goods?

The relation of the sales to the market opportunity is studied like this:

1. Where were the most profitable items?
2. What markets or industries were capable of development?
3. What new use could be developed for the fabrics produced?
4. Were the sales in proportion to the productive capacity of the industry?

A close knowledge of actual and potential markets, continuously checked up, operates as a strong basis for sales and advertising control at a time when such control is essential for straight travel on the road ahead.

Big Figures

For advertising: \$12,000,000. That is the sum that will be invested during the next three years in advertising electric ranges, according to a current announcement by important groups in the electrical industry.

The objective, during the next three years, is to sell 1,000,000 electric ranges. From the electrical industry as a whole will be raised \$3,600,000. Range manufacturers will go along to the extent of \$8,400,000.

These are big figures, particularly at a time when American industry is supposed to be in a supine position. Big figures, yes, in more ways than one. Their greatest importance, indeed, lies in the fact that they show that at least one big industry has the courage to turn its face toward the hills of

the future when too many industries are mucking about in the mud of the valley.

Lively Retailers

The Progressive Grocer and Good Hardware in their

December issues make some significant analyses of figures recently released by the Census of Distribution. They point out that in the grocery field, independent retailers still control 70 per cent of the sales volume, while in the hardware field chains get only 3.7 per cent.

Manufacturers, made slightly astigmatic by the imposing volume rolled up by a comparatively few chain stores, may well draw some lessons from these figures. The continued power of the independent, his ability to survive in the face of the stiffest competition, mean much to those manufacturers who are tempted further to extend their inside deals and allowances to quantity buyers.

Some say the independent is dying, but as yet he is pretty lively. A large part of the good old American dollar still finds its way into circulation over his counter.

Five Would Be Enough

Last week *PRINTERS' INK* described the plan of the National Better Business Bureau to establish a "court" of business men to pass upon cases involving claims of unethical practices by advertisers. The plan opens the way for an impartial body to pass upon advertising concerning which there might be an honest difference of opinion between the Bureau and the advertiser.

May we offer what we think is a constructive suggestion?

The proposal is that twenty men constitute this review committee on fair business practice. Five members, we are told, will constitute a quorum. Why not make five the maximum number of committeemen who will hear a case? Five impartial and experienced men could constitute a competent board of arbitration. Let the advertiser pick two members, the Bureau two, and these four select the fifth. A committee of three chosen on the

same basis would be better yet. No advertiser could say such a committee was packed.

If the plan were administered on this basis, the venire of available committeemen could be increased to almost any number instead of being confined to twenty.

The Bureau's proposal has merit. It is in line with the thought had by PRINTERS' INK when it brought about the formation of the old Vigilance Committee which developed into the present Better Business organization, namely: that any necessary reform in advertising must and can come from within the business.

New Ideas in Selling

In order to sell today a manufacturer needs more than a good product. He needs a sales idea. There are plenty of salesmen calling on dealers asking them to buy merchandise but not enough showing them how to sell merchandise.

There are three articles in this issue of PRINTERS' INK which definitely show the value of a sales idea in creating business—now.

The Kent Brush Sales Company doubled its business on a line of military brushes (in the \$15 to \$25 price range) in ninety days. A new sales plan which distributors accepted was responsible.

The Loose-Wiles Biscuit Company developed the idea of getting dealers to sell juvenile crackers for Christmas tree decorations. This was so successful that more packages were sold this December than ever before.

The Robeson Rochester Company offered its dealers, through jobbers, a new sales plan for its line of electrical table appliances. The idea took hold and brought in a good volume of business at a time when general sales in this business fell off. It also increased the number of outlets.

Ideas will move merchandise. Dealers' stocks are low and before they buy they look for something that can sell quickly. As Mr. Moore, of the Kent Brush Company, says, "Selling ideas that have merit today stand out like a dia-

mond in a muckheap." There is business for manufacturers who can offer a sales plan with their merchandise.

The Will To Do

Daniel Willard,
president of the
Baltimore & Ohio

R. R., whose recent statement after a White House Conference did much to restore confidence in the railroad credit situation, is fond of using the phrase "the will to do."

By it he seeks to describe and encourage a new spirit in management; the will and courage to try something new or different—work in their own plants to eliminate waste in distribution, develop a new product, co-ordinate production and sales more closely.

He would leave it to economists and public speakers to make prophecies and utter generalities.

Thousands of people have a great willingness to tell what is wrong with the world of business, finance and economics.

The comparative few who have the will to do a constructive job within their own business accomplish far more than all the talkers put together.

No Virtue in Newness

New ideas! Everybody is on a still hunt for them today. New products, new advertising appeal, new merchandising set-ups, new packages—new dollars in the till.

But there is likely to be some half-baked shooting under the pressure of doing something right now—instanter! And mistakes have a way of nicking the net income long after they're spotted.

The problem is to square new ideas with old verities. Change is often desirable, but it should sit right with unchanging fundamentals. In the beginning it is well to use the microscope, not the rosy glasses.

Is the proposed change smart business, or just smart Aleck? Is it sound, or is it half-baked—likely to drop in the middle?

There is no virtue in newness *per se*. The new idea must also be good before it can be put to work safely and profitably.

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Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

OUR ADVERTISING KIT
has three tools: business
judgment, skill in our
craft, and a painstaking
habit best described in
the maxim, "Not how
much, but how well."

Just three tools, but like a
good journeyman's, they
are kept well sharpened!

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

W. H. Ferris Heads Magazine Club

William H. Ferris, of *Country Home*, was elected president of the Magazine Club, a New York association of advertising directors and representatives, at its annual meeting held at that city this week. He succeeds Edward J. Gants, of *Institution Management*, who was elected a director of the club. Douglas Taylor of *PRINTERS' INK*, was elected first vice-president, and Louis S. Irwin, of *The Literary Digest*, was elected second vice-president. F. W. Kroeck, of *Household Magazine*, was elected secretary-treasurer.

Directors elected were: G. R. Donaldson, *Maclean's Magazine*; Raymond B. Bowen, *The New Yorker*; R. B. Alexander, Crowell Publishing Company; P. S. Salisbury, *Sales Management*; O. B. Merrill, *Pictorial Review*; A. M. Carey, *Fortune*; J. A. Ortigies, *Quality Three*, and Mr. Gants.

D. Morris-Jones played the part of Santa Claus and presided over the distribution of gifts, which were brought to the meeting by members.

* * *

Tells How Brunswick Builds Future Billiards Market

Clifford Ellison, advertising manager of the Brunswick-Balke-Collender Company, speaking at the December dinner meeting of the Women's Advertising Club of Chicago, described how his company fosters customers for the commercial billiard room—and thereby the market for its own product. Having, through advertising, brought the game of billiards out of a one-time state of semi-disrepute, Brunswick is now giving much attention to converting the younger generation to the game.

This is being done through the merchandising and advertising of junior equipment for use in the home, which has not only opened up a new avenue for direct sales but also is creating future business for recreation parlors. The sale of equipment to the latter provides the major market for the company.

* * *

Madison Club to Hold Exhibit

An advertising exposition to include exhibits by printers, engravers, advertising agencies, newspapers, direct-mail advertisers and others will be staged by the Madison, Wis., Advertising Club, January 6, at the Hotel Lorraine. David Darrah has been appointed general chairman. Fred E. Bittorf is chairman of the exposition committee.

* * *

Milwaukee Mail Group Elects

Miss Jane McCarthy has been re-elected president of the Mail Advertising Service Association of Milwaukee. Other officers elected are: E. P. Anderson, vice-president; H. H. Gerlach, secretary and treasurer. Directors elected are: E. F. Riedelbach and Will H. Fisher.

Winter Advertising Golfers to Meet in Georgia

The twenty-seventh annual tournament of the Winter Golf League of Advertising Interests will be held at the Bon Air-Vanderbilt Hotel, Augusta, Ga., January 23 to 30.

Officers of the league are: R. P. Clayberger, president; F. C. Stevens, vice-president; D. L. Hedges, treasurer, and Merrill M. Lord, secretary.

The following are chairmen of the various committees: Mrs. B. Lester Tyrrel, women's committee; Adolph Schuetz, membership committee; Merrill M. Lord, tournament committee; F. Walter Mueller, entertainment committee; Montague Lee, publicity committee; Rodney B. Stuart, trophy committee; George P. James, transportation committee, and Frank W. Cray, handicap committee.

Prizes will be offered for various events for both men and women. The final match round, all divisions, for the men will take place on January 29.

* * *

Seiberling to Market New Product

"We expect to spend a quarter of a million dollars in radio advertising and another quarter of a million in newspaper advertising," Frank A. Seiberling, president of the Seiberling Rubber Company, told members of the San Francisco Advertising Club last week. "This amount will be increased if found necessary, because Seiberling has a new product to market and the public must be educated."

"Regarding advertising, I want to say this," Mr. Seiberling told the club. "I believe that advertising is the best salesman that we can employ, but advertising loses its value due to misleading statements. The value of advertising lies in its believableness."

Following a trip across the continent, Mr. Seiberling expressed his belief that business trends are up, based on his observations in thirty-five business centers.

* * *

Milwaukee Sales Managers Elect

Joseph Viall, Steel Sales Corporation, has been elected president of the Sales Managers' Association of Milwaukee. He succeeds Walter F. Dunlap, Klau-Van Pietersom-Dunlap Associates, Inc.

Other officers elected are: J. P. Hennessey, vice-president; Lewis McMeekin, secretary, and Theodore A. Miller, treasurer. C. A. Netzhammer, John D. Moss and Mr. Dunlap were elected directors.

* * *

New York Club Elects T. J. Watson

Thomas J. Watson, president of the International Business Machines Corporation, New York, has been elected vice-president and a director of the Advertising Club of New York.

Chicago Newspaper Representa- tives Elect

SYLVESTER BLISH, John Budd Company, has been elected president of the Newspaper Representatives Association of Chicago. He succeeds P. L. Henriquez, St. Louis *Post-Dispatch*, who has been head of the Association for the last two years.



Sylvester Blish

Other new officers are: J. B. Shaw, John B. Woodward, Inc., vice-president; Barry

Stevens, Howland & Howland, Inc., secretary; and H. E. Scheerer, Scheerer, Inc., treasurer.

Mr. Henriquez was elected a member of the board of directors. R. J. Virtue, Charles H. Eddy Company, and Elmer DeClerque, Henry DeClerque, Inc., were also elected directors, the former for a two-year term and the latter for one year.

Chicago Council Plans Direct Mail Conference

The Chicago Advertising Council will hold its second annual three-day, direct-mail advertising exhibit and conference at the Hotel La Salle, January 20, 21 and 22. Billy B. Van, president, Pine Tree Products Company, is scheduled as the speaker on the opening day. The second day's talk will be given by Marshall Adams, sales promotion manager, merchandising division, Westinghouse Electric & Manufacturing Co. J. E. Sieber, vice-president, The Sales Guild, will speak at the third day's meeting.

There will be displays of direct-mail literature that has produced results and exhibits pertaining to the mechanics of direct-mail production. Robert G. Marshall, Robert G. Marshall Letter Company, is in charge of arrangements. Working with him is this committee:

Martin H. Higgins, The Autopoint Co., vice-chairman; L. S. Allen, L. S. Allen Co.; O. M. Caleson, Addressograph Co.; Adrian R. MacFarland, United Autographic Register Co.; Merle J. Lucas, Commonwealth Edison Co.; R. A. Paisley, Chicago Mail Order Co.; and Joseph H. Robinson, Atlas-Robinson Co.

To Combat Predatory Price Practices

THE first meeting of the committee on predatory price practices in advertising, under the auspices of the Better Business Bureau of New York, was held at that city last week. At its next meeting, to be held soon, the committee will adopt its final program and submit it to the Affiliated Better Business Bureaus, Inc., for ratification. Flint Grinnell, manager of the Chicago Better Business Bureau, was elected chairman of the committee.

Other members of the committee are:

D. C. Keller, Dow Drug Co., Cincinnati; W. T. Grant, W. T. Grant Co., New York; Joseph H. Appel, John Wanamaker, New York; Lew Hahn, Hahn Department Stores, New York; Charles Wesley Dunn, of the New York bar; F. M. Mayfield, Scruggs-Vandervoort-Barney Dry Goods Co., St. Louis; Frank Neely, William Rich & Co., Atlanta; W. A. Sheaffer, Sheaffer Pen Co., Fort Madison, Iowa; John Benson, president of the American Association of Advertising Agencies; Samuel Weissenburger, Cleveland, and

Bernard Lichtenberg, Alexander Hamilton Institute, New York; Gilbert T. Hodges, president of the Advertising Federation of America; Kenneth Backman, manager of the Boston Better Business Bureau; E. L. Greene, manager of the National Better Business Bureau; H. J. Kenner, manager of the New York Bureau; William Farrar, manager of the Cleveland Bureau; Karl Kinn, manager of the Cincinnati Bureau; George Langland, merchandise manager of the St. Louis Bureau, and Harry Van Horn, manager of the Columbus Bureau.

University of Cincinnati Forms Advertising Club

A new advertising club, to be known as The Advertising Counselors, has been formed at the University of Cincinnati. Membership in the club will be limited to students in the College of Commerce and Engineering who have completed prescribed courses in certificate advertising subjects and who have made the required number of credits.

Officers of the club are: R. G. McDonald, president; C. A. Fox, vice-president, and Miss Ruth Brester, secretary. Benjamin F. Faulkner, Jr., has been appointed chairman of the permanent program committee.

The Little Schoolmaster's Classroom

MARKETING a product without obtaining and using whatever reliable statistics are available has always seemed to the Schoolmaster rather like . . . well, like trying to shoot ducks with a pistol. Yet statistics frequently fall short of telling some of the most highly interesting and significant facts about markets. After all markets are composed of people and people are human beings.

That fact would have impressed itself on almost any advertiser interested in selling to farmers at the recent International Livestock Show and the meetings of the American Farm Bureau Federation in Chicago.

Statistics concerning crop prices tell one story. Seeing, meeting and hearing the farmers attending these events suggested that more than ever the American farmer is a mighty fine prospect for many advertisers to cultivate. It would be difficult, the Schoolmaster believes, to gather a more wholesome, a more alert group than those men and women who met in Chicago to exhibit their livestock and to discuss their own economic and social improvement.

At the Farm Bureau meeting it was interesting to note the number of exhibitors with nothing to sell the farmer who manifestly want his good-will. The principal meat packers were there, eager to prove what good customers of the farmer they are. So were A & P with their story of a half billion dollars spent annually for farm products. Kraft-Phenix Cheese Corporation, American Telephone & Telegraph and others.

Two fashion shows were on the Federation's program, a hint to advertisers, possibly, that farm women today are just as insistent on style and charm and good taste as any group in any metropolitan city.

* * *

Shouldn't a place of honor be reserved for a customer who has made a purchase every week in

every year for thirty-one years? Your instructor believes it should, and submits the De Laval Separator Company as the latest contender for chief honors in the search for uninterrupted, long-time advertising champions.

N. W. Ayer & Son, it will be remembered, hung up a record of 1,144 consecutive advertisements in *PRINTERS' INK*. The record didn't stand unchallenged long. In the same week that Ayer scored 1,144, the Hammer Dry Plate Company was running its 1,247th consecutive advertisement in *Abel's Photographic Weekly*. It now appears that even this record must be relegated to second place. Eastman Kodak, in turn, drops to third with 1,146.

The De Laval company takes first place with an impressive increase, shooting the mark up to 1,634. This long string of weekly advertisements had its beginnings in the initial issue of the *Dairy Record*, St. Paul, Minn., thirty-one years ago.

"No other company," writes Ralph L. Young, assistant advertising manager of the De Laval company, "can equal such a record as far as the *Dairy Record* is concerned, and we doubt if there are many publications or many advertisers in the United States who can duplicate it."

The Schoolmaster is inclined to agree with Class Member Young. He was also inclined to agree with the Hammer Dry Plate Company. It is a risky thing to challenge the Class on record-breaking performances.

* * *

To the Schoolmaster's desk, Wm. Sherman Greene, Jr., a Class member, sends a clipping which indicates that Governor Gifford Pinchot of Pennsylvania agrees heartily with Amos Bradbury. Amos, as Class members know, has been attacking lazy letters with their hoary phrases meaning nothing.

The Governor has had a commit-

The Ruling Voice

THE voice that rules a business isn't usually a loud one.

It is seldom heard by the outsiders who call at the plant trying to sell advertising space or services. It may be a very mild voice which belongs to a quiet little man in a back office far away from the information desk.

Yet this voice speaks the final word when the mediums are chosen, the copy and plan okayed.

The quiet, subdued and hidden ruling voice is the one to have on your side when decision time arrives.

How to reach the man who uses it?

Well, he is pretty busy these days trying to turn

red ink into black.

One of the things he is doing to accomplish this feat is to read the experiences of other men with the same problems to meet.

He finds the record of their plans in the pages of the **PRINTERS' INK** Publications where your message will reach him when he is in a receptive mood.

All the good sales work you put in on his associates goes for naught unless you gain his approval, too.

Sales are not usually made in a single call. To get to him not once but many times—52 times a year if you elect—tell him what you want him to know about your medium or service in the pages of the

PRINTERS' INK PUBLICATIONS

A 4-A Agency Wants a Good Writer

—one who can put human interest in what he writes. If he happens to be the sort of fellow who can add a pleasant "contact" personality to his other good qualities, we'll remember that on Pay Day, too.

Address "R," Box 125
Printers' Ink

Bound to Get the Most Out of Them

Copies of the **PRINTERS' INK PUBLICATIONS** when bound provide easy, orderly reference to sales and advertising problems.

Swift & Co. executives, for instance, have available in handy and convenient form a wealth of "invaluable material" to draw from, as their letter shows.

"We now have in our library **PRINTERS' INK MONTHLY** bound from January, 1923, to date and **PRINTERS' INK WEEKLY** bound from 1916 to date. We find this material invaluable."

Binders keep copies in neat chronological order and make an attractive addition to any desk or library. These binders are sold at cost. The **WEEKLY** binder, holding nine or more copies, \$1.25 postpaid. **MONTHLY** binder, holding eight copies, \$2.00.

Printers' Ink Publications
185 Madison Ave. - New York

tee at work drafting recommendations for letter writers in various departments. He told the committee that letter writers in the State's employ were wasting valuable time by using unnecessary words and phrases. Here is the Governor's list:

Your letter of even date
What is even date?

12 inst.

In use since the twelfth century. It deserves a rest.

Your favor at hand

Let that phrase die a natural death. A letter never has been a favor.

Contents noted

Utterly inane. If you read the letter the contents were noted.

As stated above

Charles Lamb, the great English humorist, poked fun at that phrase. He called the writers of it "the above and the below boys."

Thanking you, we remain

A foolish, weak, participial ending, probably used because the writer's grandfather used it.

And oblige

Hoary with old age.

Your letter to hand

This expression has already grown white with whiskers.

Trusting to hear from you

Don't be so trusting. Give that phrase a well-earned rest.

I. O. E.

Rome had her decline and fall. Why, O why, must we use her ancient expressions today?

In re

Latin again. Isn't English good enough?

E. G.

Good enough for the twelfth century.

Shall and will

Watch your "shalls" and "wills." An Oxford University professor says that they show whether one is educated or uneducated.

* * *

The realists and cynics among the youngest generation can be assured, without bat of parental eye, that there is a Santa Claus. In Indiana. It's a little fourth-class post office. J. F. Martin, who handles the post office and a general store and a gasoline pump

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there, is usually pretty rushed with the incoming mail around this time of the year. A lot of envelopes addressed in childish scrawls end up at Santa Claus, Ind.

This year, however, Santa Claus, Ind., will have a lot on its hands in the way of outgoing mail. Several mail-order companies are going to send gift packages through the little post office, so they can have the intriguing "Santa Claus" postmark. Mailing machines and crews are being sent there to give Mr. Martin a hand.

* * *

Speaking of Santa Claus and mail-order houses, Montgomery Ward & Company is providing a lot of youngsters with a little added Christmas thrill. A notice was put in the catalog last summer saying that the toy department buyer was going to Europe soon and he would be glad to see that any child who wrote him would get a message from Kris Kringle land over in Germany around Christmas time. The youngsters were asked to give their names, addresses, names of brothers and sisters and their birthday dates.

Thousands and thousands of letters were received. And before long all the writers will indeed get a postcard message actually mailed from Kris Kringle land. The toy department buyer made arrangements for that while he was over there. Montgomery Ward wrote personal letters acknowledging each of the youngsters' letters at the time it was received, and when each birthday noted in the responses comes around Montgomery Ward will send greetings.

Having refrained from being commercial for four paragraphs, the Schoolmaster would now like to mention his belief that Montgomery Ward is getting itself in nice and solid with a coming generation of buyers, not to mention their parents.

* * *

The purchaser of a new Plymouth automobile receives, about a month after his purchase, a booklet, "Your New Plymouth," sent directly from the home office.

It is just as carefully prepared

To the heads of small New York Advertising Agencies

IF you are a small agency head or an account executive sacrificing personal compensation to pay heavy organization expense, we should like to meet you.

We do not wish to buy advertising agencies. Neither do we wish to merge or consolidate. We do feel that a few able advertising men controlling small or medium size accounts, who wish to be relieved of the expense and worry of overhead, organization detail and loss could find relief from such burdens with us. Their full energies could thus be devoted to the service and building of present and prospective business. We in turn can offer the cooperation of experienced advertising people and a happy, congenial environment.

We are a small, progressive, fully recognized, financially sound New York agency with a reputation and good will of which we are proud. If you are searching for an opportunity to share more fully in the results of your own work we should like to hear from you. Any communications will be treated in the strictest confidence.

"O," Box 272, Printers' Ink

An Account Executive

with some desirable contacts is offered an unusually desirable connection with a newly reorganized agency, which is in position to assist him in developing accounts and securing new ones. Address "T," Box 126, P. I.

SEASONED EXECUTIVE

I want new connection January 15. Expert merchandiser, sales manager, salesman, advertising manager, advertising agency executive. Age 35, Married. "N," Box 271, Printers' Ink, 6 No. Michigan Ave., Chicago.

TYPOGRAPHER

Thoro Printing Experience
Adept in Type Arrangement
Desires a connection with
Agency or creative printer.

ADDRESS U. BOX 127 P. I.

Depression + Stimulation = Normalcy

The plus factor (sales stimulation) is found and named in "POWERS THAT MOVE MEN TO ACTION."

Results under test: 150% increase in gross returns . . . 208% increase in net profits.

Mailed Without Charge on Letter-Head Request

ROBERT RUXTON

10 High Street Boston, Mass.

BOOKLETS On Enameled Paper

Printed in Black Ink	5 M	10 M	25 M
4 Page Folder 6x9...	\$36.00	\$40.00	\$85.00
8 " Booklet 6x9...	48.00	78.00	175.25
16 " " 6x9...	92.00	155.00	280.00
32 " " 6x9...	164.00	275.00	565.00

Small publications desired

Rue Publishing Co., Denton, Md.

to do a selling job as any piece of sales literature given to a prospect before the sale. It tells something about the company and its background, describes the revolutionary features of the car in non-technical language, gives some driving suggestions and closes with a page telling about the Plymouth dealer.

An unusual feature is an insert, facing the last page, which is made up of three business reply postcards. They are perforated so that they may be torn apart and sent in one by one. On them is space for the owner to list the names of people whom he thinks will be interested in buying a Plymouth.

Reaching the prospect when he has had his car a little more than a month, and is really beginning to be enthusiastic about it, this booklet should go a long way toward making the customer satisfied with his car and perhaps influence him to buy a Plymouth next time.

For New Yorkers Only

Last week, New York newspapers carried a full-page advertisement for Canada Dry Ginger Ale, Inc.

Copy concerned itself with an announcement of a change in distribution. Interesting to the advertising world is the fact that this advertisement was placed with the specific provision that it was not to appear in any issues that would be distributed outside of the metropolitan area.

Papers made up their issues for New York circulation, then revamped the issues which were dispatched to other cities.

Death of W. F. Brunner

William F. Brunner, president of the Paterson Parchment Paper Company, Passaic, N. J., died last week at East Orange, N. J., at the age of seventy-one. He had been with the Paterson Parchment Paper Company for forty-five years.

Appoint W. S. Akin

William S. Akin, publishers' representative, Chicago, has been appointed advertising representative in that territory for *Electrical Canada*, Toronto; *Hardware & Implement Journal*, Dallas, Texas; and *Wiring for Profit*, New York.

TORONTO
HALIFAX
MONTREAL
WINNIPEG
LONDON, Eng.

"GIBBONS KNOWS CANADA"

J. J. GIBBONS Limited

CANADIAN ADVERTISING AGENTS

REGINA
CALGARY
EDMONTON
VICTORIA
VANCOUVER

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

ADVERTISING AGENCIES

MAIL ORDER SPECIALISTS
Display and Classified Ads Written—
Inserted All Magazines, Newspapers
MARTIN ADVERTISING AGENCY
276 P West 43rd St., N. Y. C. Est. 1923.

BUSINESS OPPORTUNITIES

RETOUCHER-DESIGNER-LETTERER

Service agency has monthly space for group or singly. Good accounts. Box 702, Printers' Ink.

EMPLOYMENT SERVICES

For over thirteen (13) years we have successfully served General Managers, Sales Managers, Advertising Managers, Operating Managers, Comptrollers, Treasurers and other \$5,000.00 to \$50,000.00 men. We can help you, too. This is a NATIONAL INSTITUTION, but we do not discuss our work by correspondence. We want to see the men we accept as clients before offering our services to them. **INDIVIDUAL. CONFIDENTIAL.** Jacob Penn, Inc., 535 Fifth Avenue, cor. 44th Street, New York.

HELP WANTED

TRADE-PAPER SALESMAN to sell services of widely experienced technical and industrial advertising specialist. Starting agency. Partnership or liberal commission. New York. Box 697, P. I.

Trade Paper Editor Wanted

Man experienced in all phases of trade paper work. Give complete information, salary expected, etc. Box 705, P. I.

TYPOGRAPHY SALESMAN—Good opportunity for experienced producer to connect with up-to-the-minute plant. State qualifications and connections. Strictly confidential, we have no salesmen at present. Box 706, Printers' Ink.

ADVERTISING SPACE SALESMAN wanted who have trade paper, directory, outdoor, transportation or screen space selling experience.

Financially responsible company has space to sell in ten Long Island towns, Brooklyn and Staten Island during the coming year.

Permanent employment for those who can sell. Assignments after three days' training. Compensation, straight commission—no drawing account the first thirty days.

Interview with Sales Manager by letter appointment only. Write qualifications, references, advertising sales experience and telephone number.

George W. Wilson, Sixth Floor, 1122 Broadway, New York.

POSITIONS WANTED

Advertising Agencies: Here is a chance to get the services of an artist who has practical experience in getting out Booklets, from dummy to finished drawing. Will submit samples. Box 698, P. I.

TYPIST—Young woman. 8 years' general advertising agency, experience, copy, billing, insertion orders; speed, accuracy; familiar dictaphone; congenial personality; moderate salary to start; services immediately available. Box 700, P. I.

ADVERTISING MANAGER—now available; aggressive and experienced; not afraid to get out and sell; would like to connect with business or class paper in same capacity or as Western manager or advertising representative with headquarters in Chicago. Box 703, Printers' Ink, Chicago Office.

FREE LANCE

Technical • Industrial

15 yrs.' diversified experience as adv. mgr. and agency key man. Handles anything from sales letters to complete campaigns. Technical advice to agencies. New York. Box 695, Printers' Ink.

Generally Useful—Young woman. Eight years' agency experience; thorough knowledge bookkeeping, billing, stenography, production. Remuneration secondary consideration. Immediate employment essential. Age 28. High School and Business School education. Write Box 701, P. I.

ADVERTISING AND SALES PROMOTION MANAGER: desires connection with manufacturer in Chicago territory; thoroughly experienced. Not just a desk man, but accustomed to working with salesmen, jobbers and dealers. More interested in future than immediate salary. Box 704, Printers' Ink, Chicago Office.

AVAILABLE January 1

Young woman bookkeeper for past 8 years in charge accounting department large publishers' representatives office. Thorough knowledge office routine; profit and loss statements, typing, some stenography. Open for new connection because of closing of office. Salary to start moderate. Box 699, Printers' Ink.

ADVERTISING SALESMAN

Now employed selling space in group of 12 publications. Leads organization in business secured—and kept. Opportunity meager due to type of publications. Can offer publisher of general, class or business magazines an intelligent, energetic representation that will produce exceptional results. Write Box 696, P. I.

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